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THE ENDANGERED

MAD®

#65

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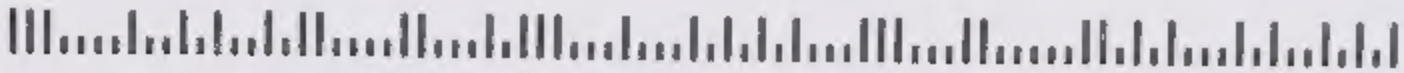

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THE ENDANGERED MAD

Edited by
Albert B. Feldstein

WARNER BOOKS

A Time Warner Company

WARNER BOOKS EDITION

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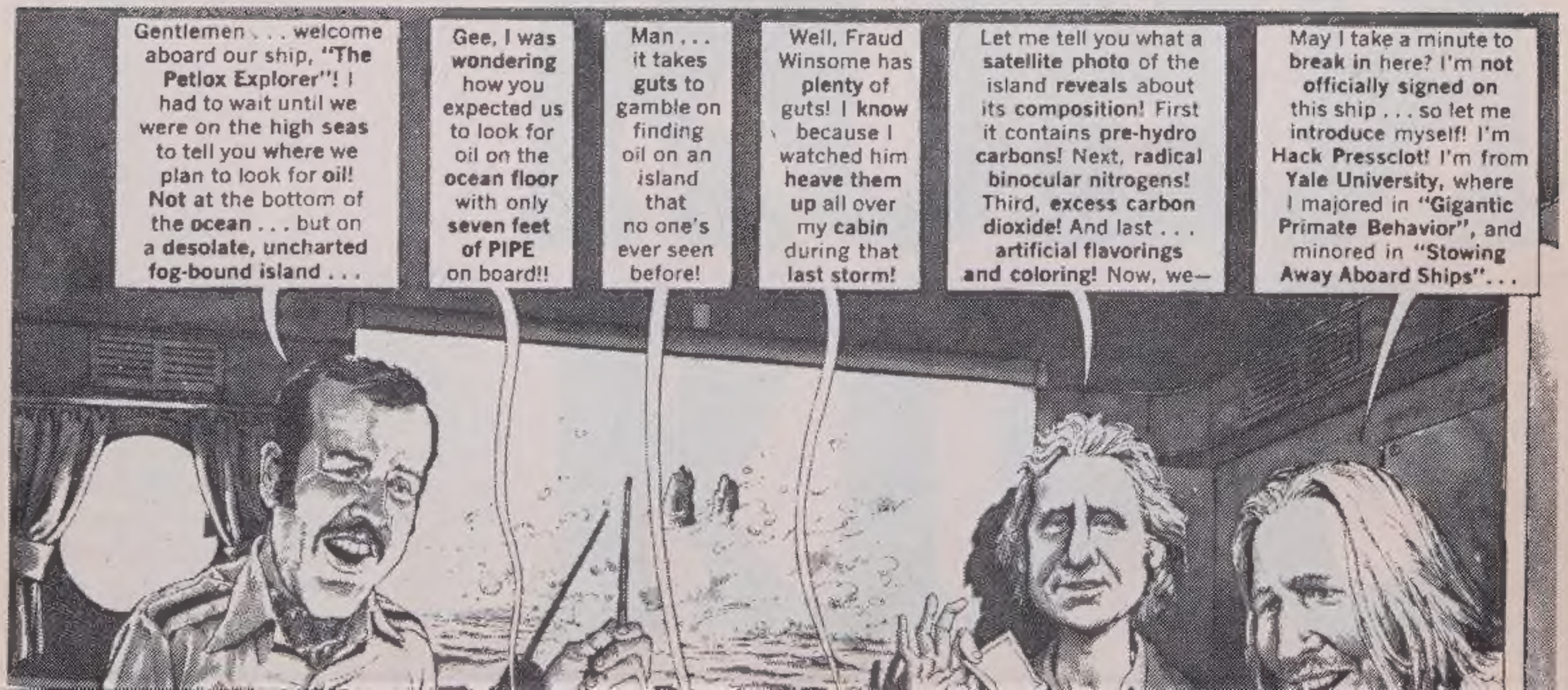
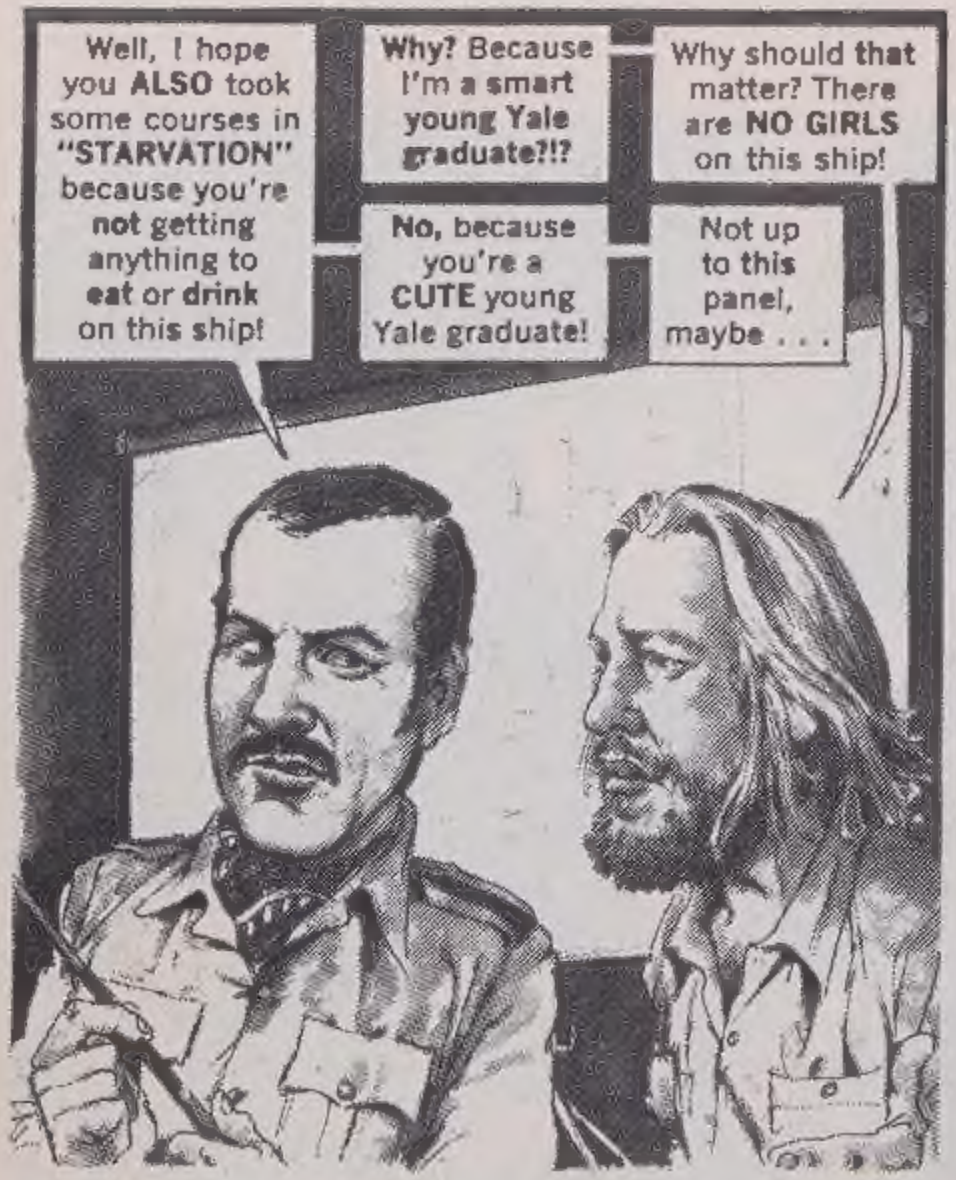
KONG-PHEW DEPT.

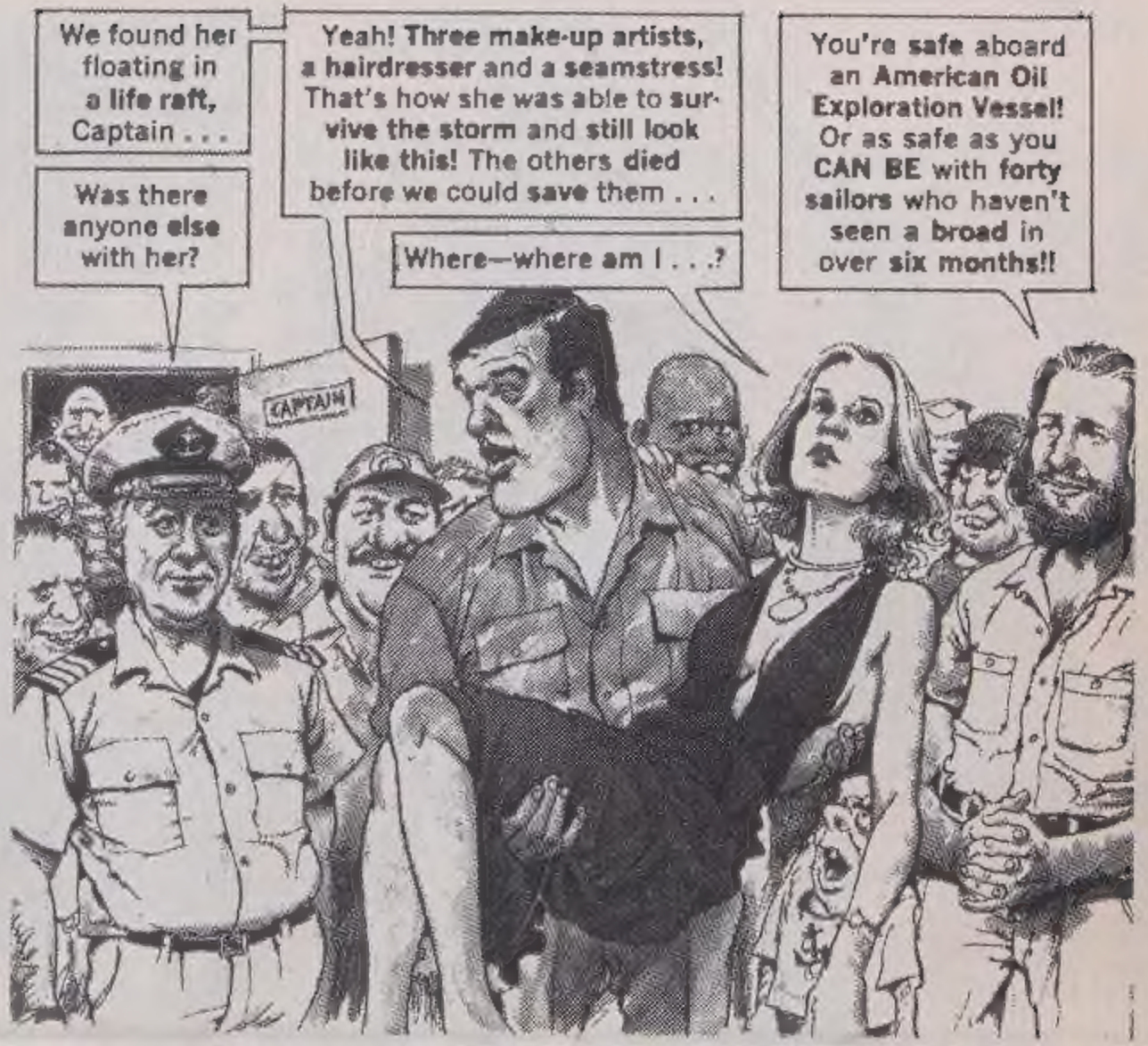
Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

KING KORN

ARTIST: HARRY NORTH, ESQ.
WRITER: DICK DE BARTOLO


Gentlemen . . . welcome aboard our ship, "The Petlox Explorer"! I had to wait until we were on the high seas to tell you where we plan to look for oil! Not at the bottom of the ocean . . . but on a desolate, uncharted fog-bound island . . .
Gee, I was wondering how you expected us to look for oil on the ocean floor with only seven feet of PIPE on board!!
Man . . . it takes guts to gamble on finding oil on an island that no one's ever seen before!
Well, Fraud Winsome has plenty of guts! I know because I watched him heave them up all over my cabin during that last storm!
Let me tell you what a satellite photo of the island reveals about its composition! First it contains pre-hydro carbons! Next, radical binocular nitrogens! Third, excess carbon dioxide! And last . . . artificial flavorings and coloring! Now, we—
May I take a minute to break in here? I'm not officially signed on this ship . . . so let me introduce myself! I'm Hack Pressclot! I'm from Yale University, where I majored in "Gigantic Primate Behavior", and minored in "Stowing Away Aboard Ships"...

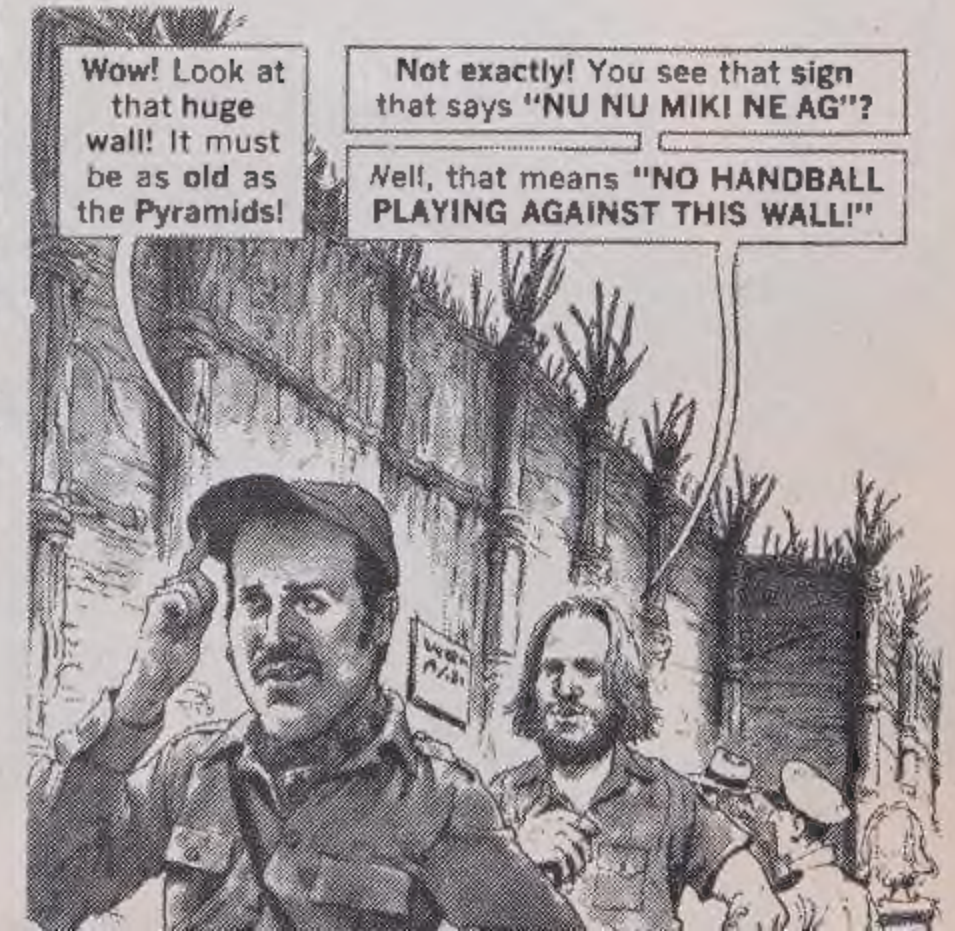

Well, I hope you ALSO took some courses in "STARVATION" because you're not getting anything to eat or drink on this ship!
Why? Because I'm a smart young Yale graduate?!?
No, because you're a CUTE young Yale graduate!
Why should that matter? There are NO GIRLS on this ship!
Not up to this panel, maybe . . .

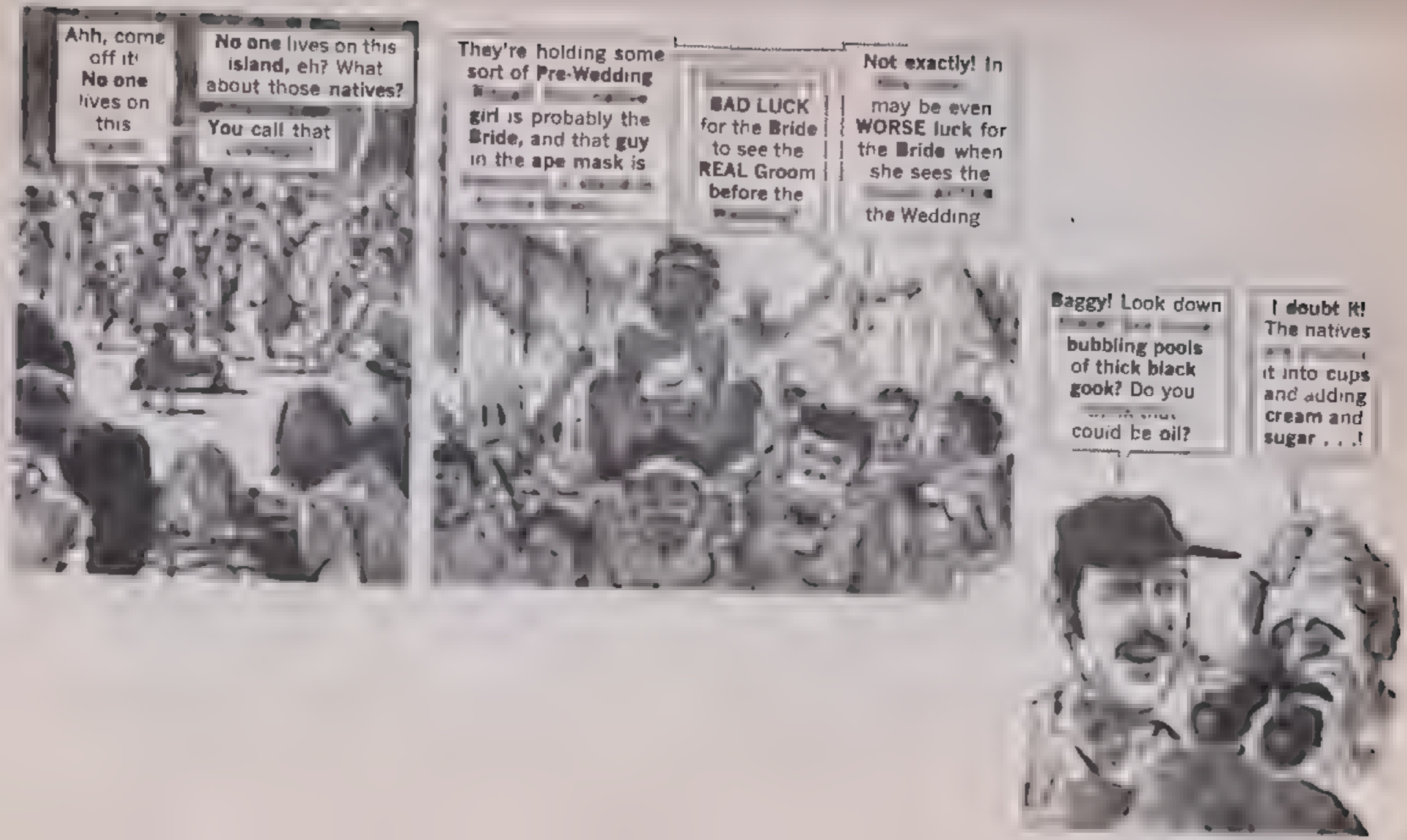

We found her floating in a life raft, Captain . . .
Was there anyone else with her?
Yeah! Three make-up artists, a hairdresser and a seamstress! That's how she was able to survive the storm and still look like this! The others died before we could save them . . .
Where—where am I . . .?
You're safe aboard an American Oil Exploration Vessel! Or as safe as you CAN BE with forty sailors who haven't seen a broad in over six months!!
CAPTAIN

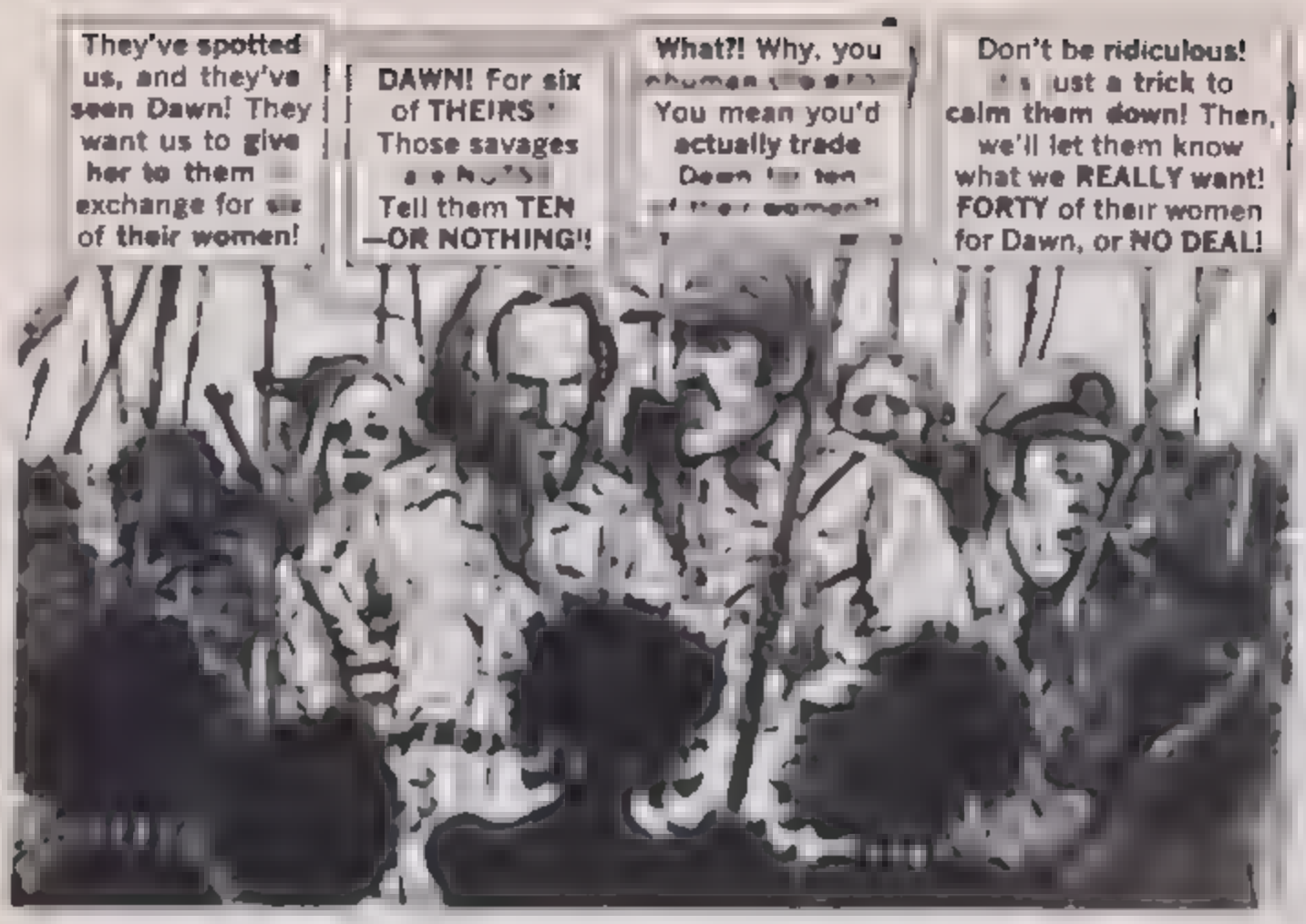
My name's "DAWN"! I spell it "D-A-W-N"! I merely switched some of the letters!
But that's the NORMAL way to spell "Dawn"!
I know! But my real name was "Wanda"! I also DROPPED one of the letters! The men of the boat I was on set me adrift!
That was barbaric!
Just because I told them that I never fool around
NEVER?! Set this woman adrift!!
CAPTAIN!

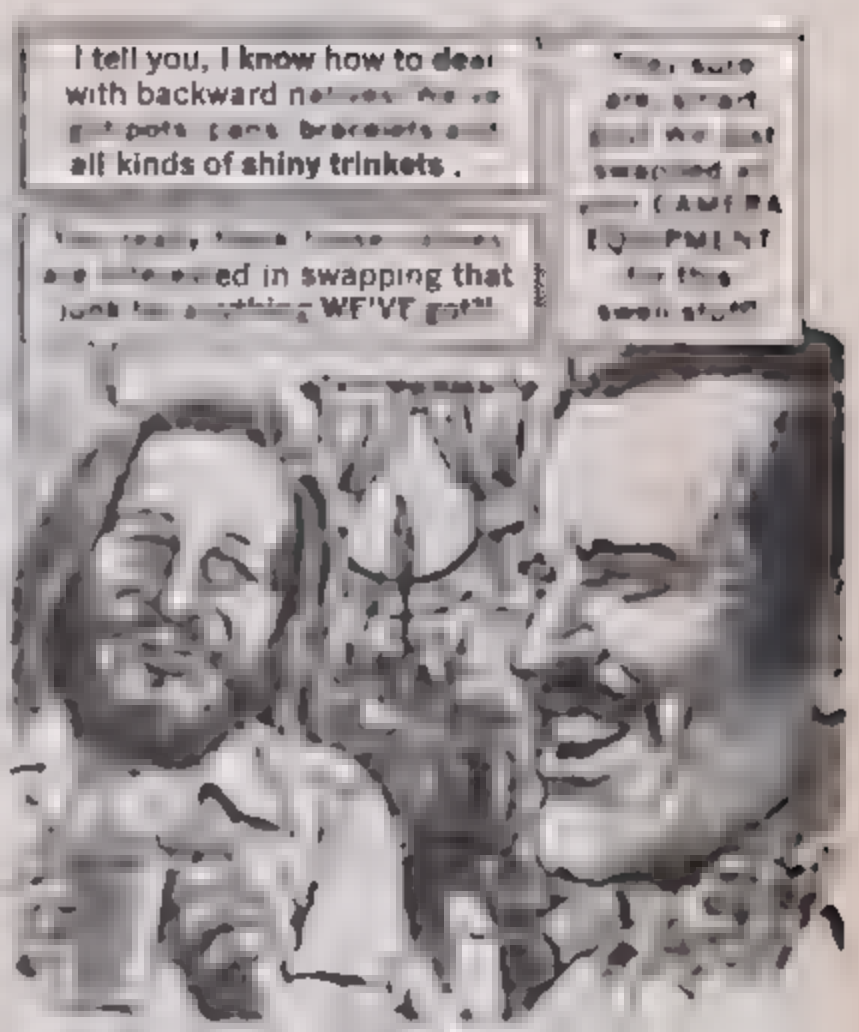
Hey, there's the island, Captain! You can see the silhouette on the radar screen!
What's that bright blip in the center of the island?
Oh, that's just a false echo called a "GLITCH"!
It sure is the HAIRIEST glitch I've EVER seen!

Okay, Hack, I **believe** you're **not employed** by one of our **competitors!** But to **earn your keep,** I'm appointing you **"Official Photographer"!**
Take our picture **now,** Hack!
Okay! Can I see a little more **leg?**
I've **got** my pants rolled up as far as I **can** now!!
I was talking to **DAWN!!**
Hmm! On **second** thought, maybe we can **charge** your room and board to your **American Express Credit Card!**

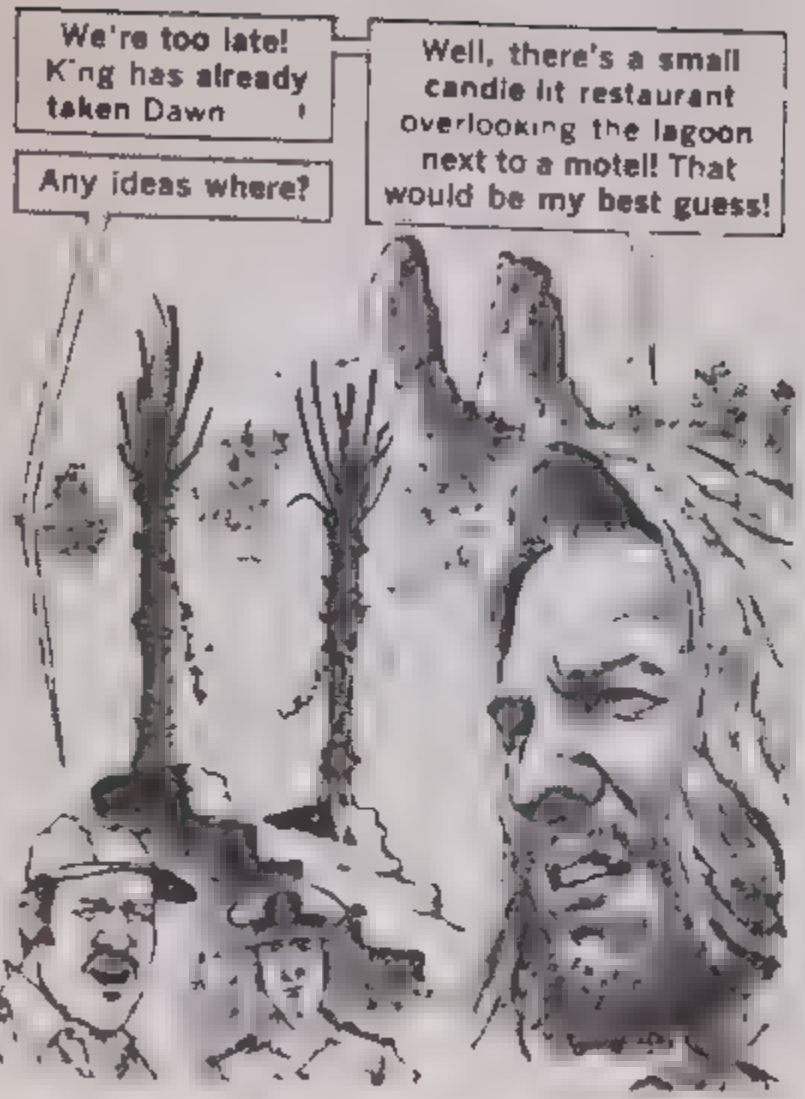

Wow! Look at that **huge wall!** It must be as **old** as the **Pyramids!**
Not exactly! You see that **sign** that says **"NU NU MIKI NE AG"?**
Well, that means **"NO HANDBALL PLAYING AGAINST THIS WALL!"**


Ahh, come off it! No one lives on this
No one lives on this island, eh? What about those natives?
You call that
They're holding some sort of Pre-Wedding
girl is probably the Bride, and that guy in the ape mask is
BAD LUCK for the Bride to see the REAL Groom before the
Not exactly! In
may be even WORSE luck for the Bride when she sees the
the Wedding
Baggy! Look down
bubbling pools of thick black gook? Do you
could be oil?
I doubt it! The natives
it into cups and adding cream and sugar . . .!

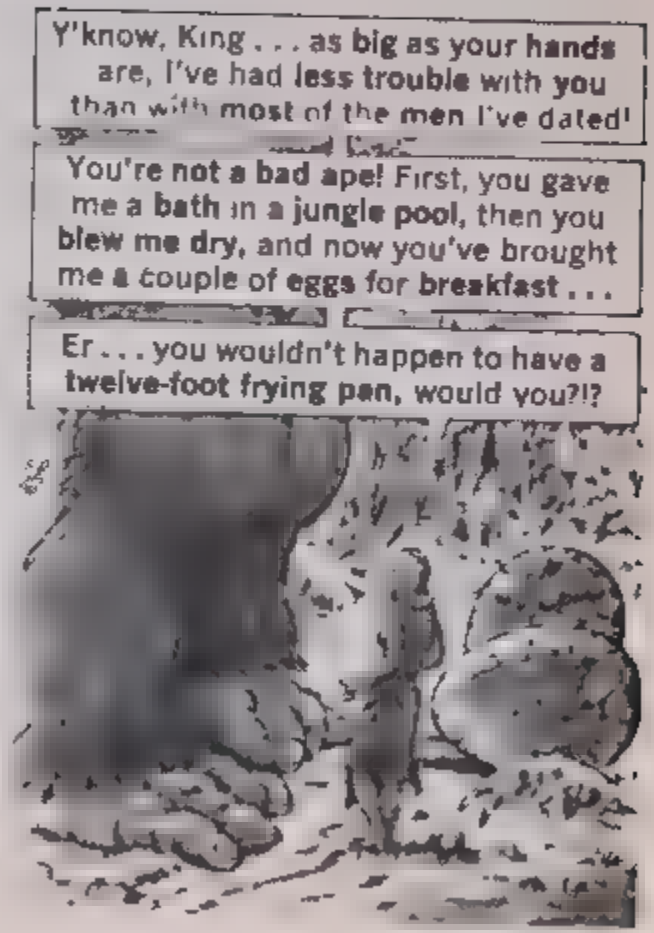

They've spotted us, and they've seen Dawn! They want us to give her to them in exchange for six of their women!
DAWN! For six of THEIRS? Those savages are NUTS! Tell them TEN —OR NOTHING!!
What?! Why, you [illegible]
You mean you'd actually trade Dawn for ten [illegible]
Don't be ridiculous! It's just a trick to calm them down! Then, we'll let them know what we REALLY want! FORTY of their women for Dawn, or NO DEAL!

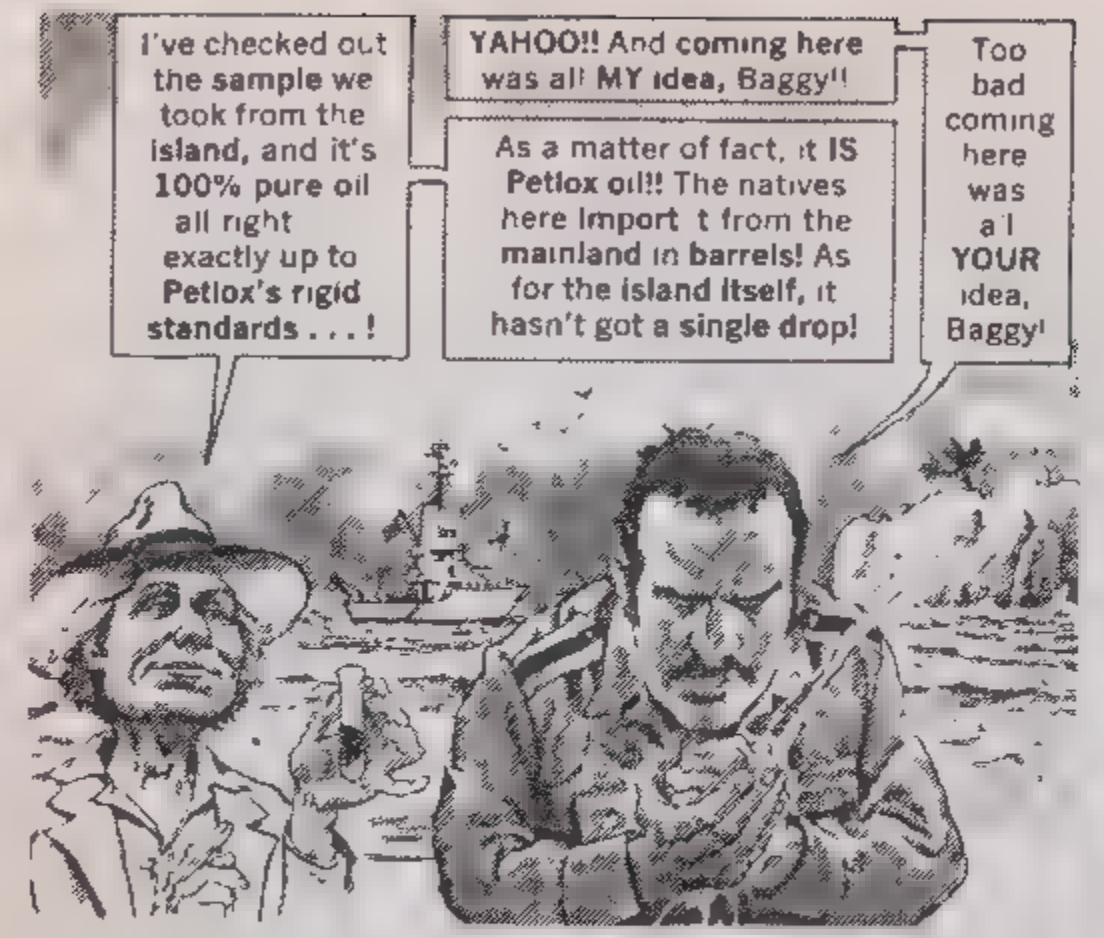

I tell you, I know how to deal with backward natives! We've got pots, pans, bracelets and all kinds of shiny trinkets.
[illegible] are interested in swapping that junk for anything WE'VE got!!
[illegible] CAMERA EQUIPMENT [illegible]

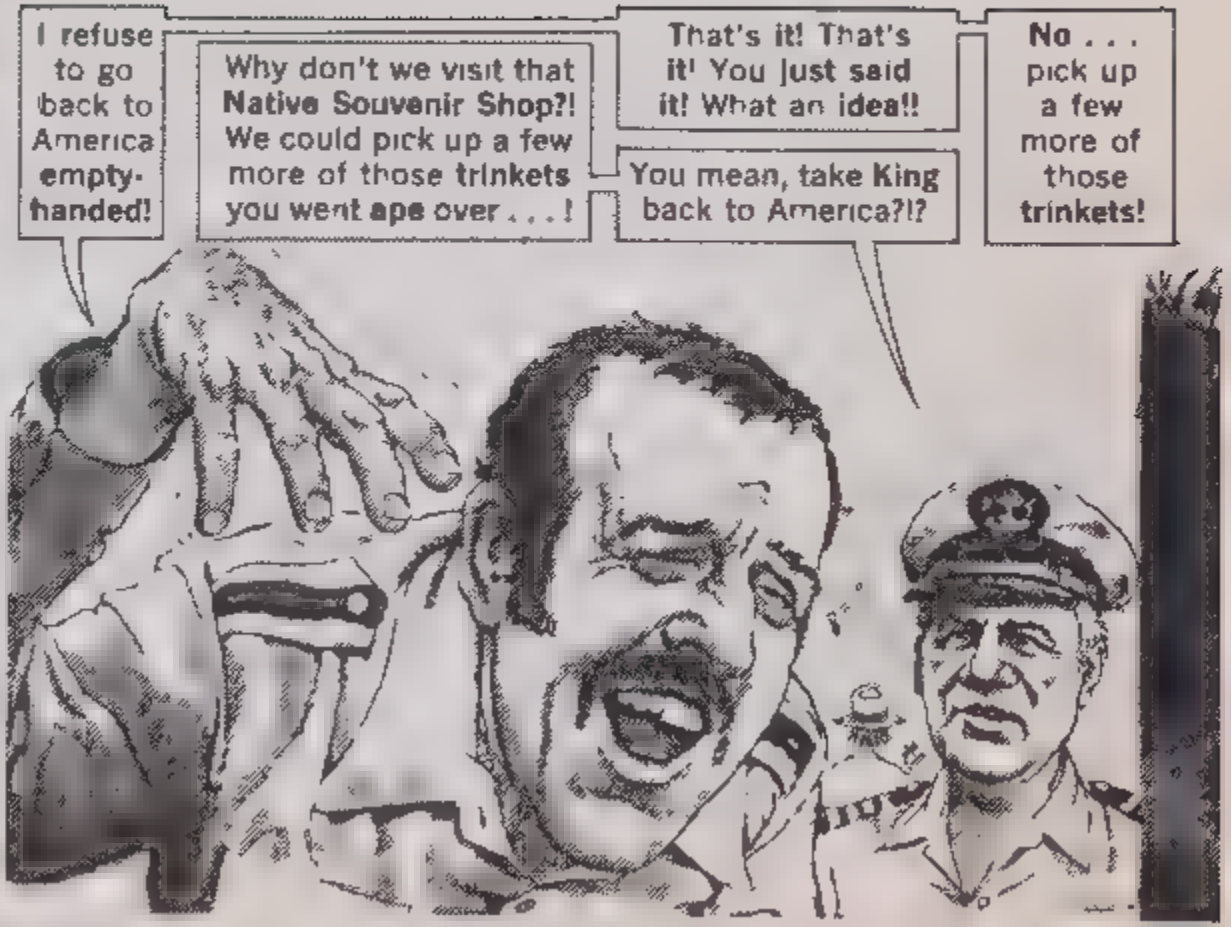
out late on

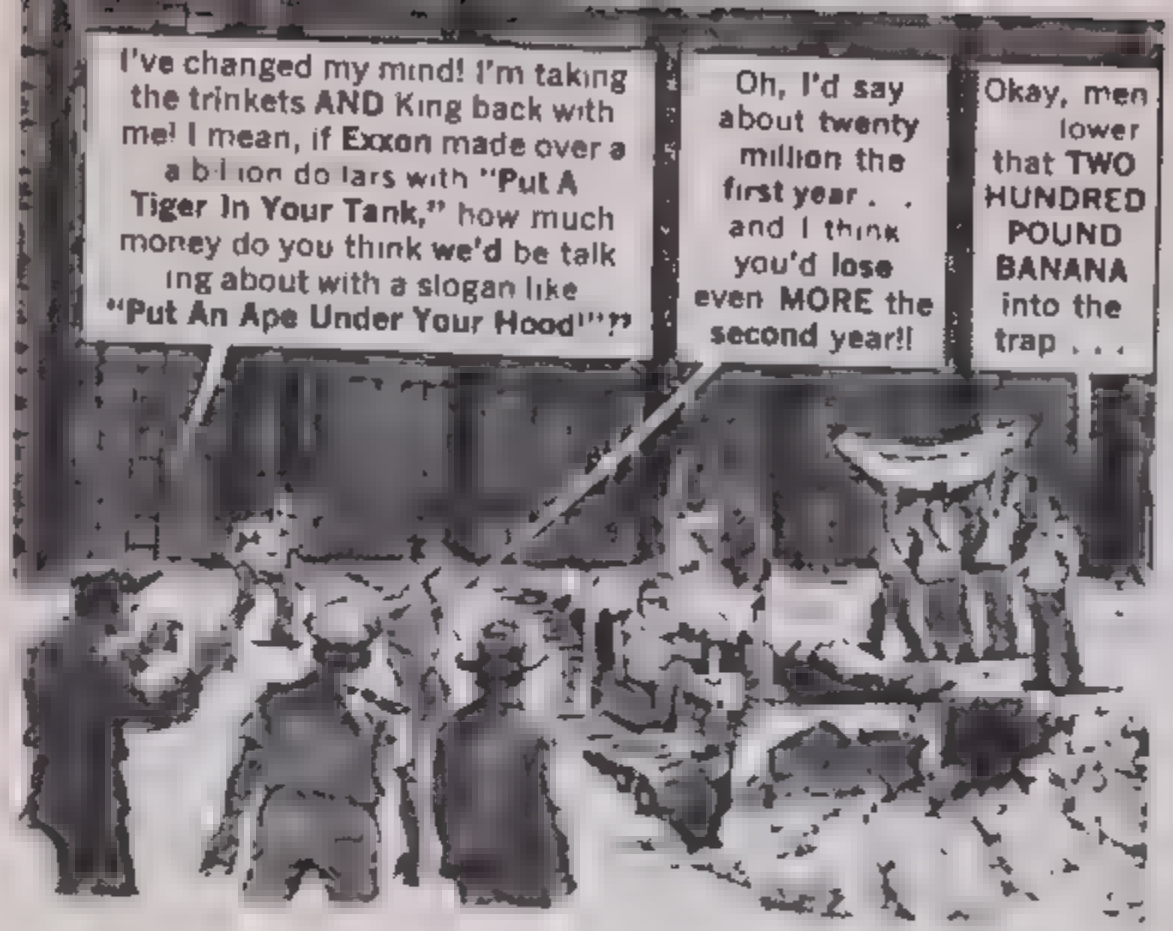

We're too late! King has already taken Dawn
Any ideas where?
Well, there's a small candle lit restaurant overlooking the lagoon next to a motel! That would be my best guess!

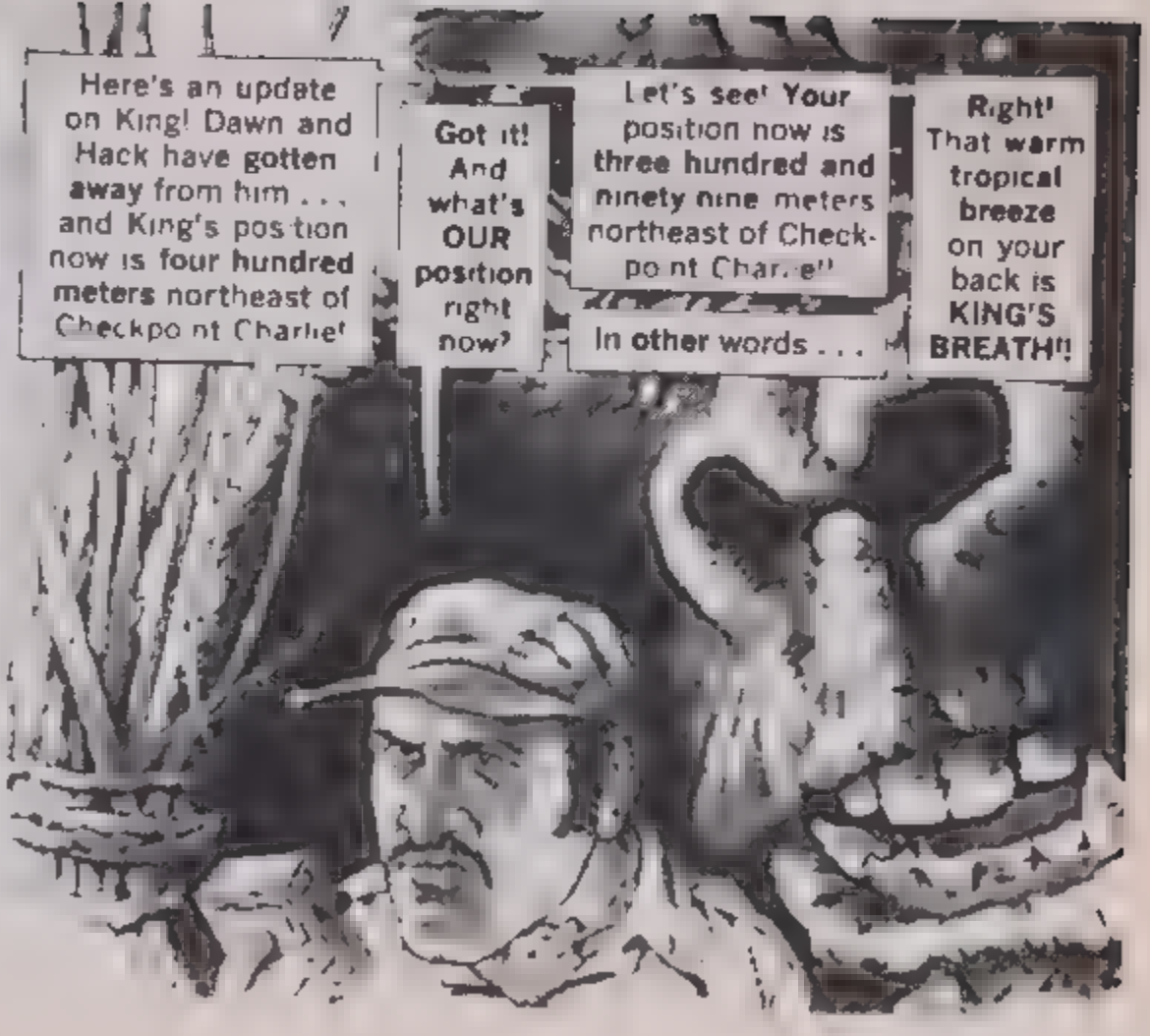
We've got nothing to go on! There are no footprints . . . just those great big holes through the jungle!
Those aren't HOLES, you idiot! Those ARE the footprints! C'mon

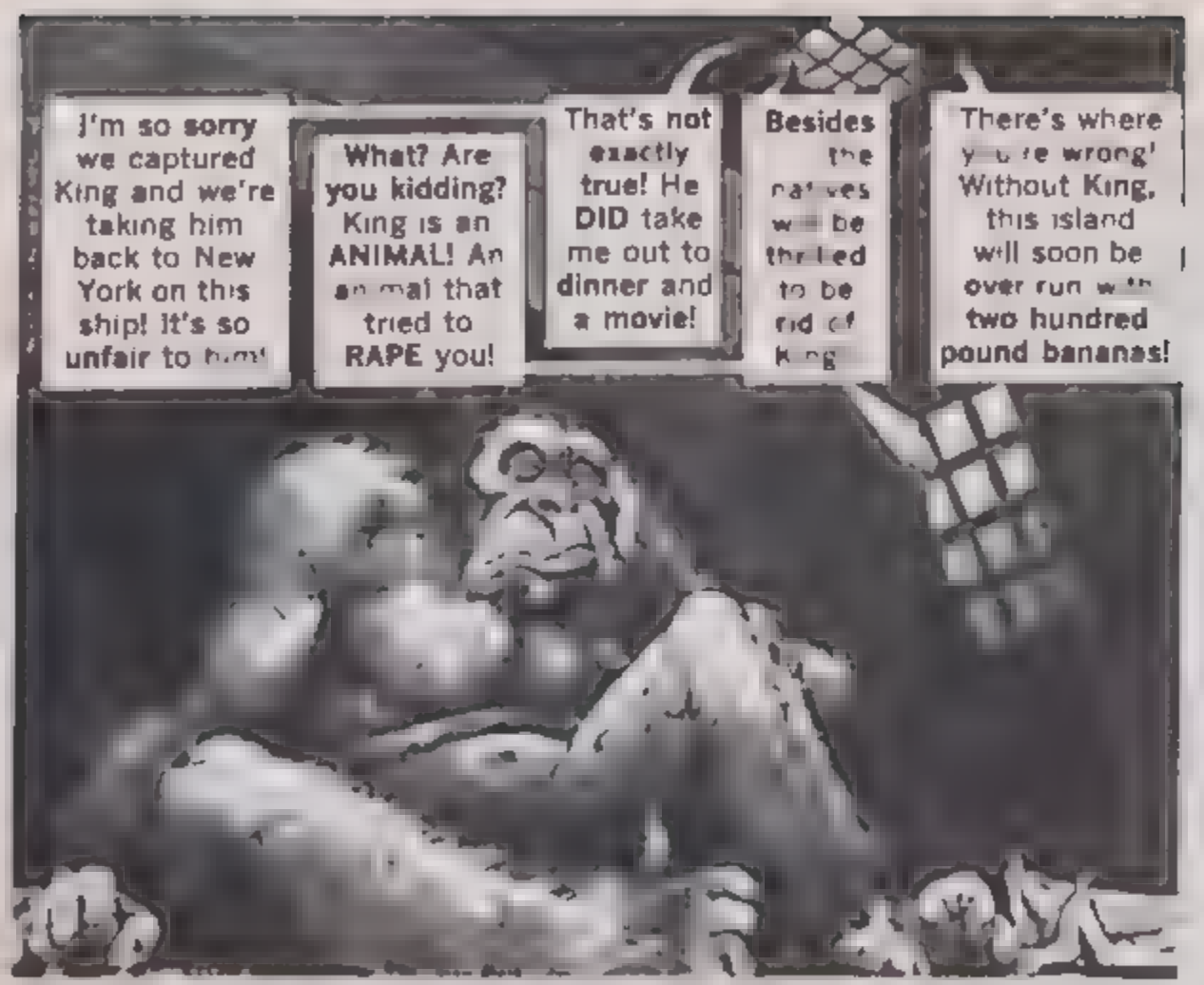

Y'know, King . . . as big as your hands are, I've had less trouble with you than with most of the men I've dated!
You're not a bad ape! First, you gave me a bath in a jungle pool, then you blew me dry, and now you've brought me a couple of eggs for breakfast . . .
Er . . . you wouldn't happen to have a twelve-foot frying pan, would you?!?

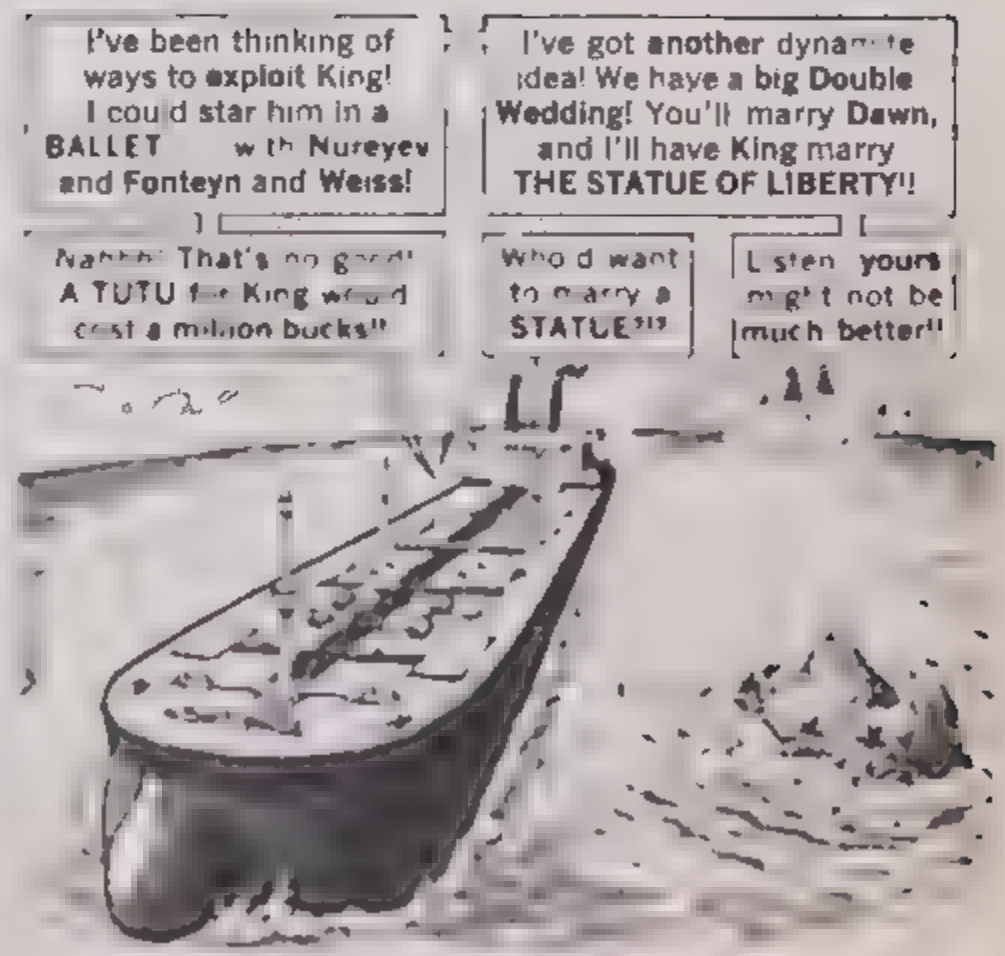

I've checked out the sample we took from the island, and it's 100% pure oil all right exactly up to Petlox's rigid standards . . . !
YAHOO!! And coming here was all MY idea, Baggy!!
As a matter of fact, it IS Petlox oil!! The natives here import it from the mainland in barrels! As for the island itself, it hasn't got a single drop!
Too bad coming here was all YOUR idea, Baggy!

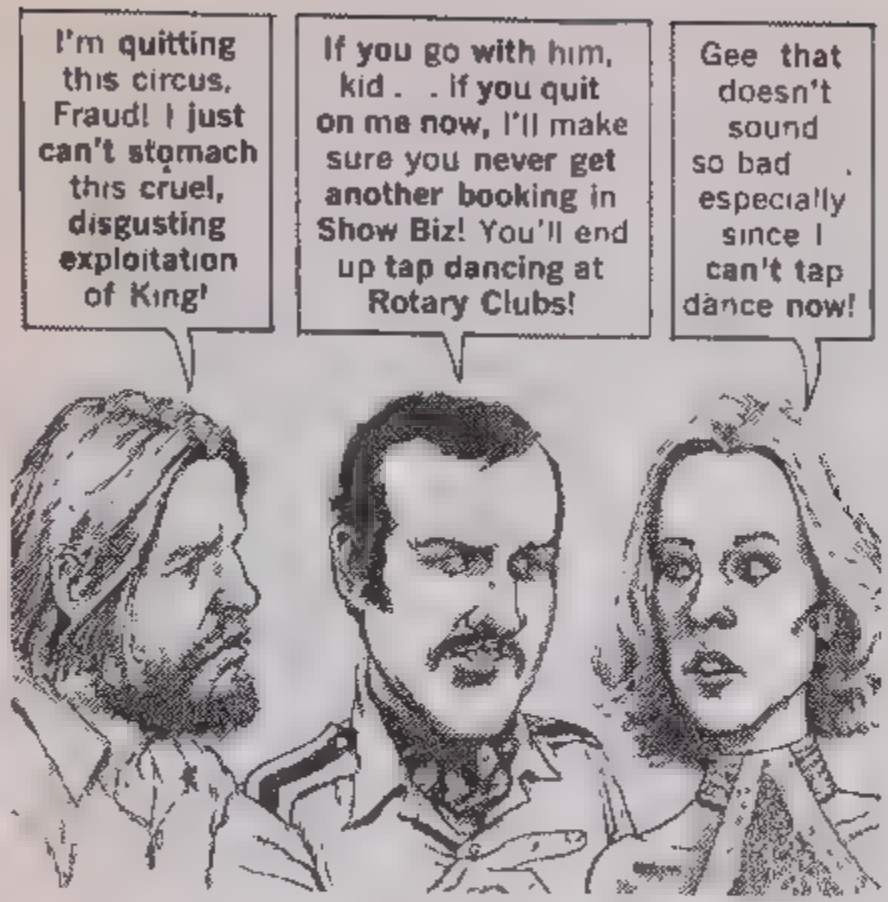

I refuse to go back to America empty-handed!
Why don't we visit that Native Souvenir Shop?! We could pick up a few more of those trinkets you went ape over . . . !
That's it! That's it! You just said it! What an idea!!
You mean, take King back to America?!?
No . . . pick up a few more of those trinkets!

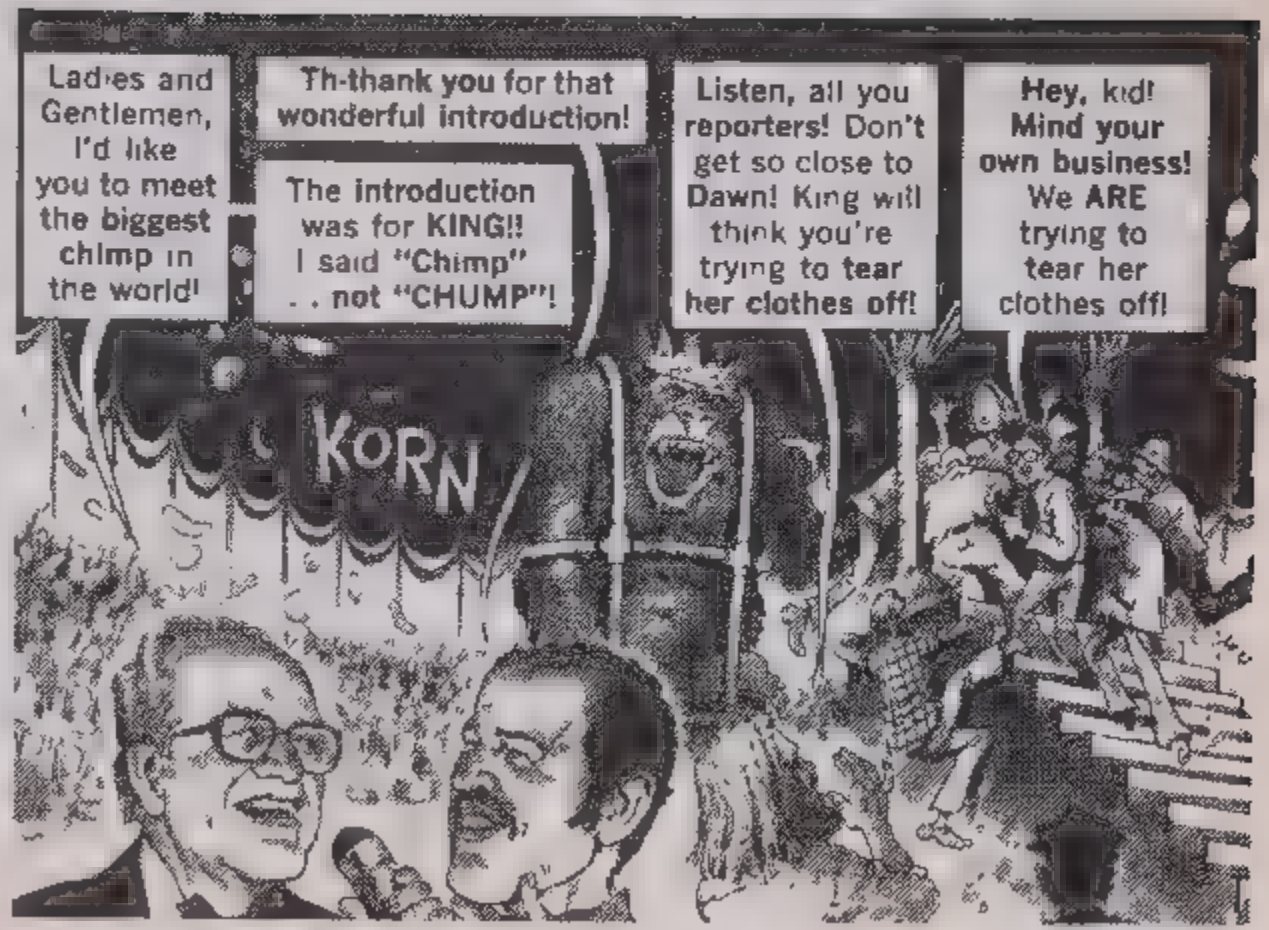

I've changed my mind! I'm taking the trinkets AND King back with me! I mean, if Exxon made over a a billion dollars with "Put A Tiger In Your Tank," how much money do you think we'd be talking about with a slogan like "Put An Ape Under Your Hood!"?
Oh, I'd say about twenty million the first year . . . and I think you'd lose even MORE the second year!!
Okay, men lower that TWO HUNDRED POUND BANANA into the trap . . .

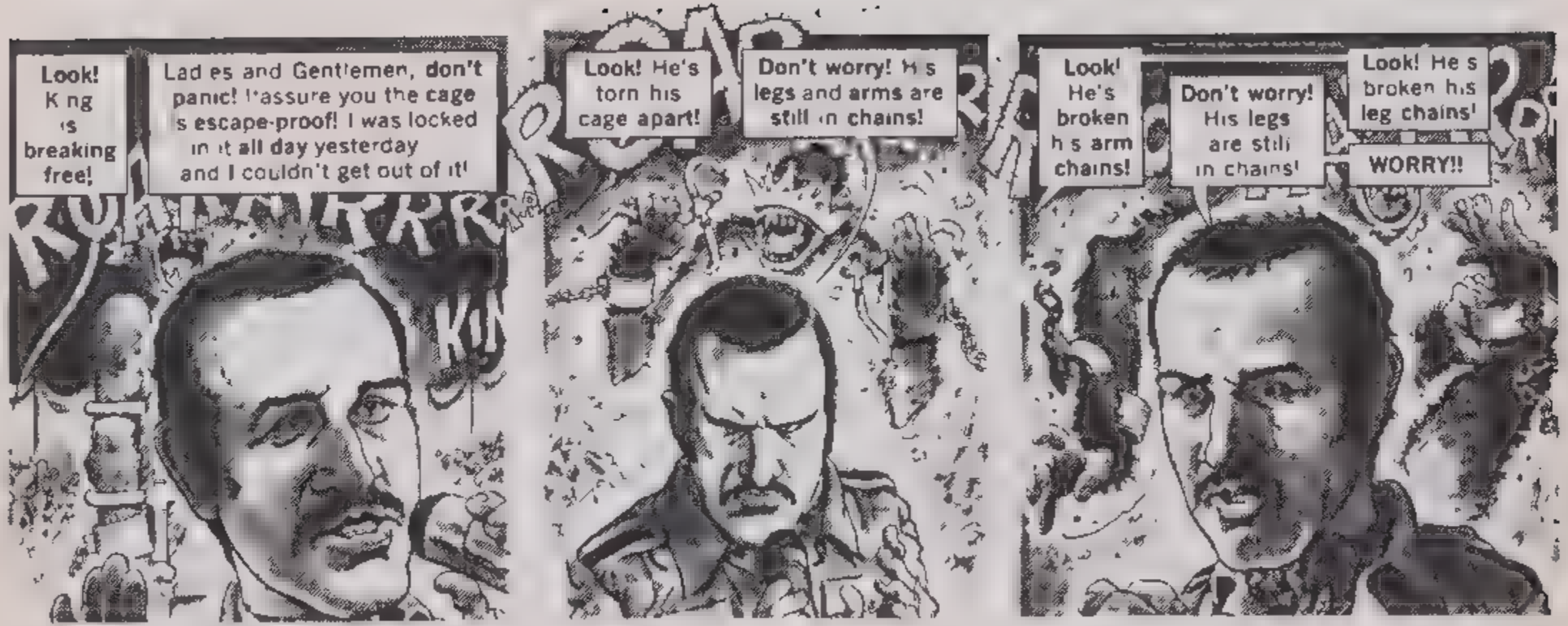

Here's an update on King! Dawn and Hack have gotten away from him . . . and King's position now is four hundred meters northeast of Checkpoint Charlie!
Got it! And what's OUR position right now?
Let's see! Your position now is three hundred and ninety nine meters northeast of Checkpoint Charlie!!
In other words . . .
Right! That warm tropical breeze on your back is KING'S BREATH!!


I'm so sorry we captured King and we're taking him back to New York on this ship! It's so unfair to him!
What? Are you kidding? King is an ANIMAL! An animal that tried to RAPE you!
That's not exactly true! He DID take me out to dinner and a movie!
Besides the natives will be thrilled to be rid of King
There's where you're wrong! Without King, this island will soon be over run with two hundred pound bananas!

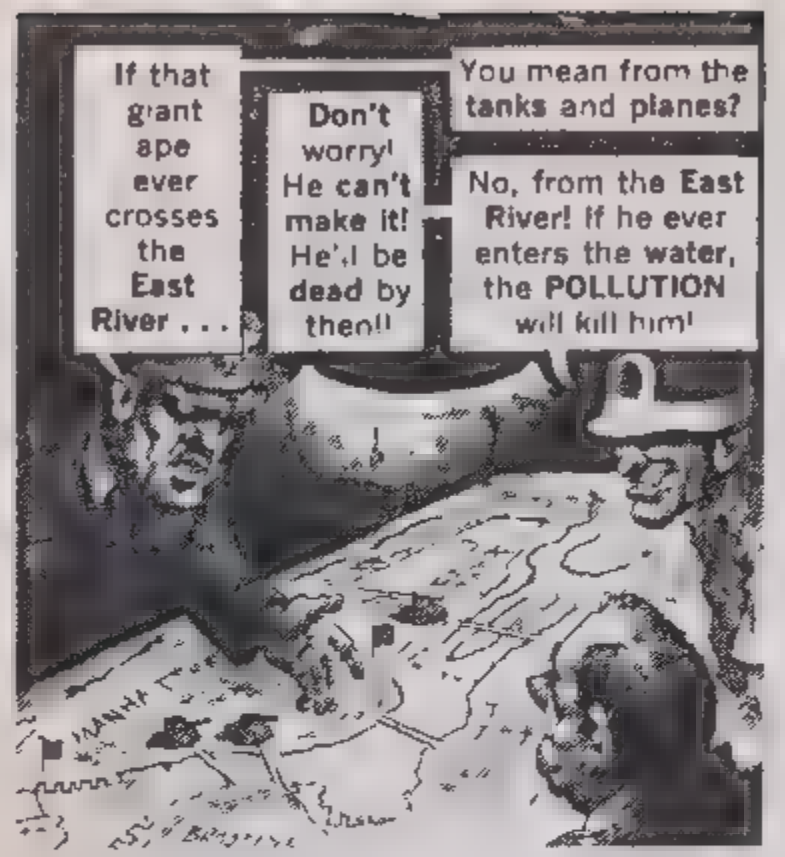

I've been thinking of ways to exploit King! I could star him in a BALLET with Nureyev and Fonteyn and Weiss!
I've got another dynamite idea! We have a big Double Wedding! You'll marry Dawn, and I'll have King marry THE STATUE OF LIBERTY!!
Nahhh! That's no good! A TUTU for King would cost a million bucks!!
Who'd want to marry a STATUE?!?
Listen yours might not be much better!!

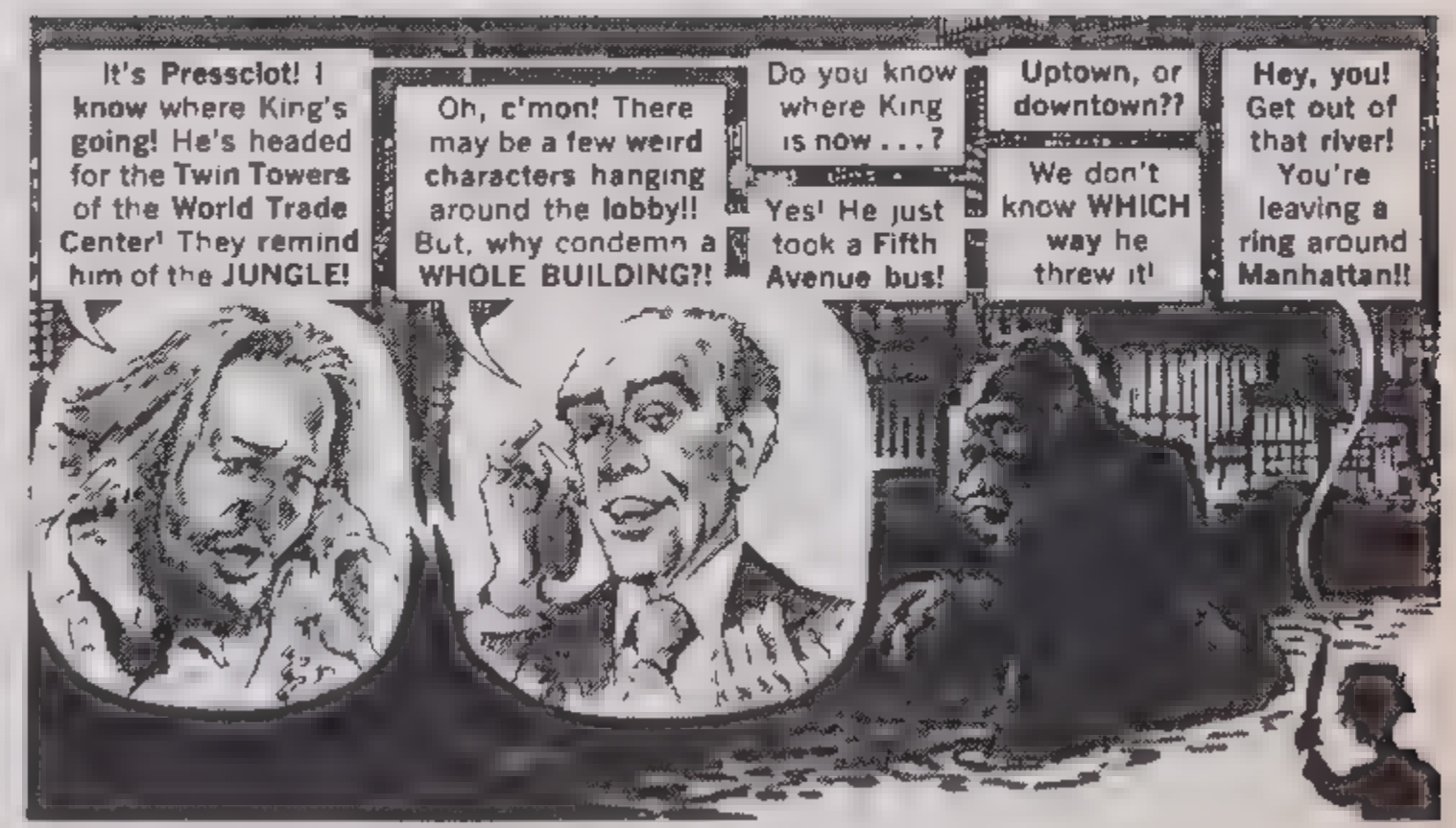

I'm quitting this circus, Fraud! I just can't stomach this cruel, disgusting exploitation of King!
If you go with him, kid . . if you quit on me now, I'll make sure you never get another booking in Show Biz! You'll end up tap dancing at Rotary Clubs!
Gee that doesn't sound so bad . especially since I can't tap dance now!


Ladies and Gentlemen, I'd like you to meet the biggest chimp in the world!
Th-thank you for that wonderful introduction!
The introduction was for KING!! I said "Chimp" . . not "CHUMP"!
KORN
Listen, all you reporters! Don't get so close to Dawn! King will think you're trying to tear her clothes off!
Hey, kid! Mind your own business! We ARE trying to tear her clothes off!


Look! K ng is breaking free!
Lad es and Gentlemen, don't panic! I assure you the cage s escape-proof! I was locked in it all day yesterday and I couldn't get out of it!
Look! He's torn his cage apart!
Don't worry! His legs and arms are still in chains!
Look! He's broken h s arm chains!
Don't worry! His legs are still in chains!
Look! He s broken his leg chains!
WORRY!!

No, King! No!! Don't step on me!
I suggest that you study the fine print in your contract, King! It's got a "No Squish" clause!!
You can't leave me FLAT, King!!
Do you think we're safe on this train, Hack?
Of course we're safe! King doesn't have a subway token so they'll never let him on!
Put this train down this instant, you great big juvenile delinquent ape!
Hey, is this 42nd Street? Can you drop me at 42nd Street!
Oh, my God! He's gonna roar again! I can't stand it when he roars
I know what you mean! The sound is enough to KILL you!
FORGET the sound! It's the BREATH that'll kill you!

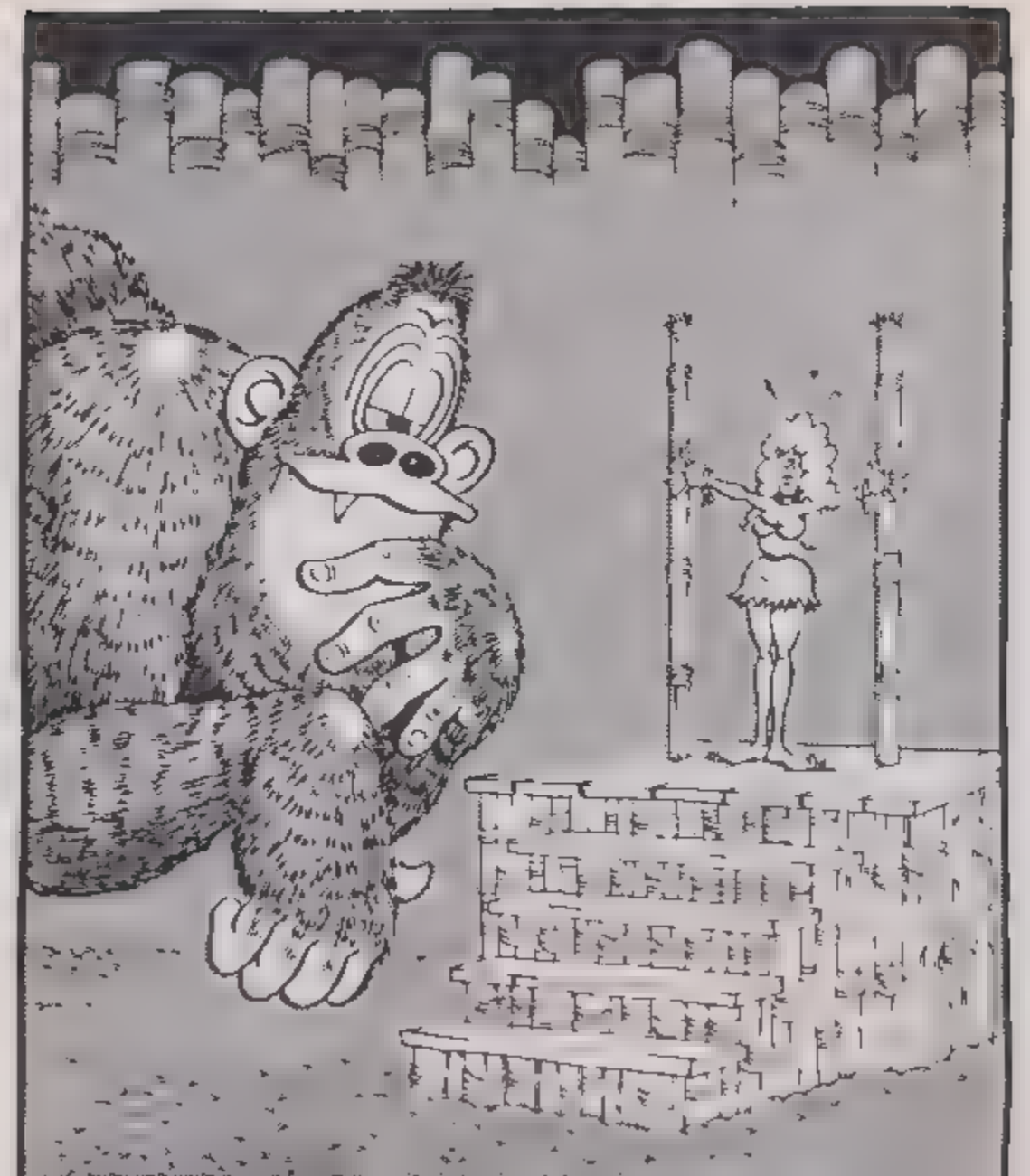

If that giant ape ever crosses the East River . . .
Don't worry! He can't make it! He'd be dead by then!!
You mean from the tanks and planes?
No, from the East River! If he ever enters the water, the POLLUTION will kill him!


It's Pressclot! I know where King's going! He's headed for the Twin Towers of the World Trade Center! They remind him of the JUNGLE!
Oh, c'mon! There may be a few weird characters hanging around the lobby!! But, why condemn a WHOLE BUILDING?!
Do you know where King is now . . . ?
Yes! He just took a Fifth Avenue bus!
Uptown, or downtown??
We don't know WHICH way he threw it!
Hey, you! Get out of that river! You're leaving a ring around Manhattan!!

would you like
come up here?!? I
drive

DON MARTIN DEPT.

ONE NIGHT ON SKULL ISLAND



RiP

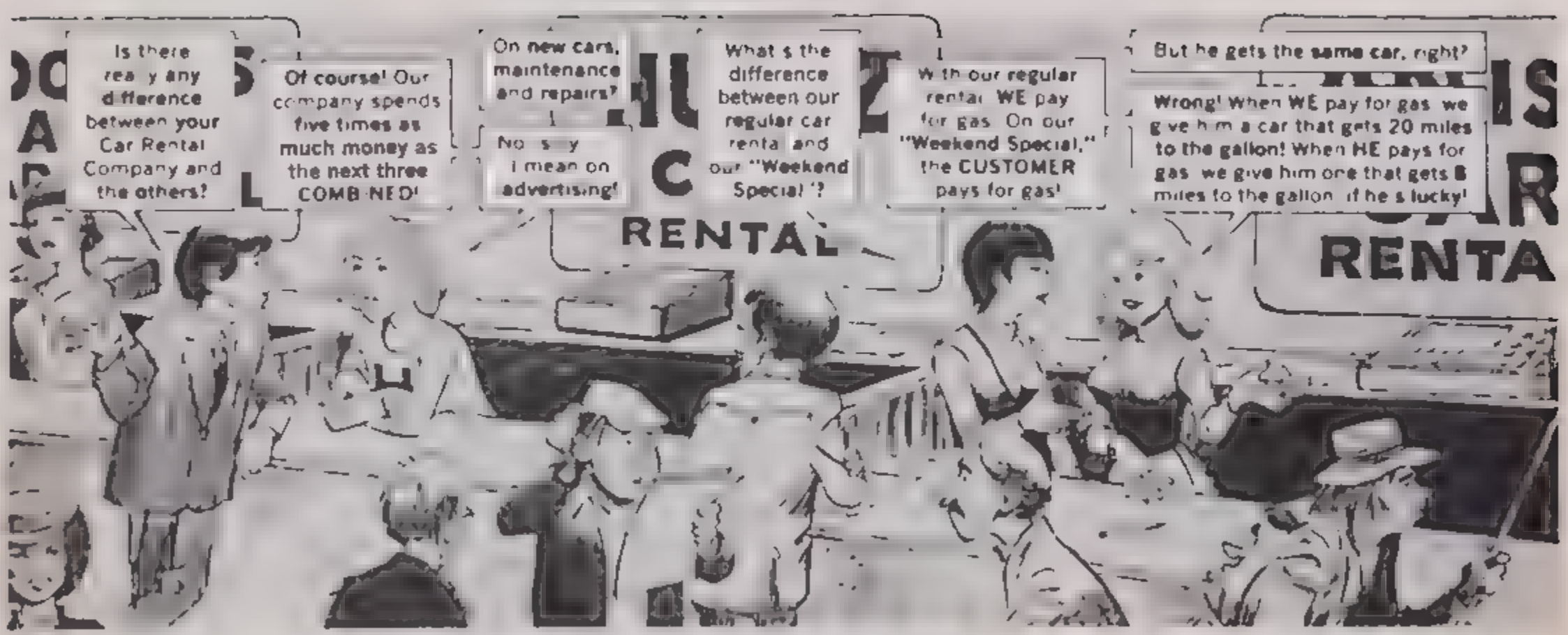
SKRUNCHA
SKRUNCHA
WIZ GA-WIZ

INSIDE-OUCH DEPT.

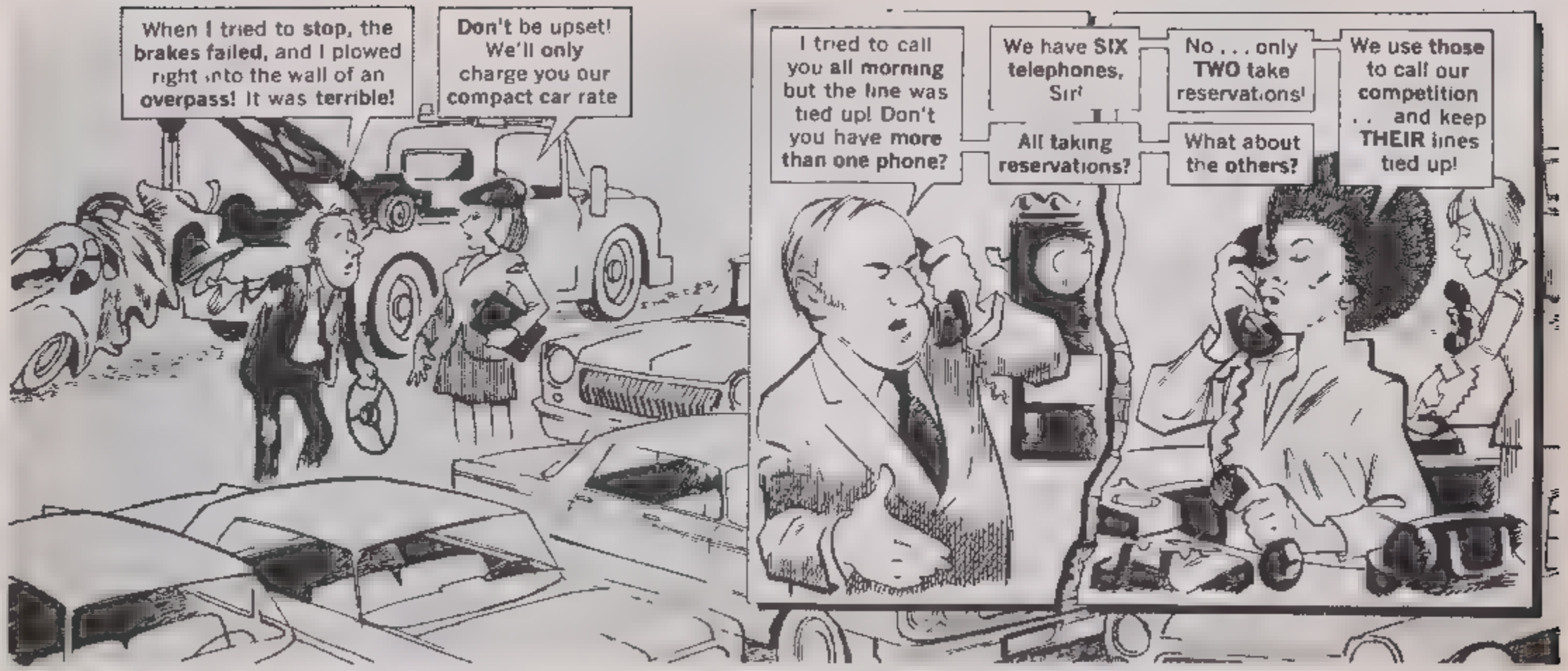
A MAD PEEK BEHIND THE SCENES

CAR RENTAL COMPANIES

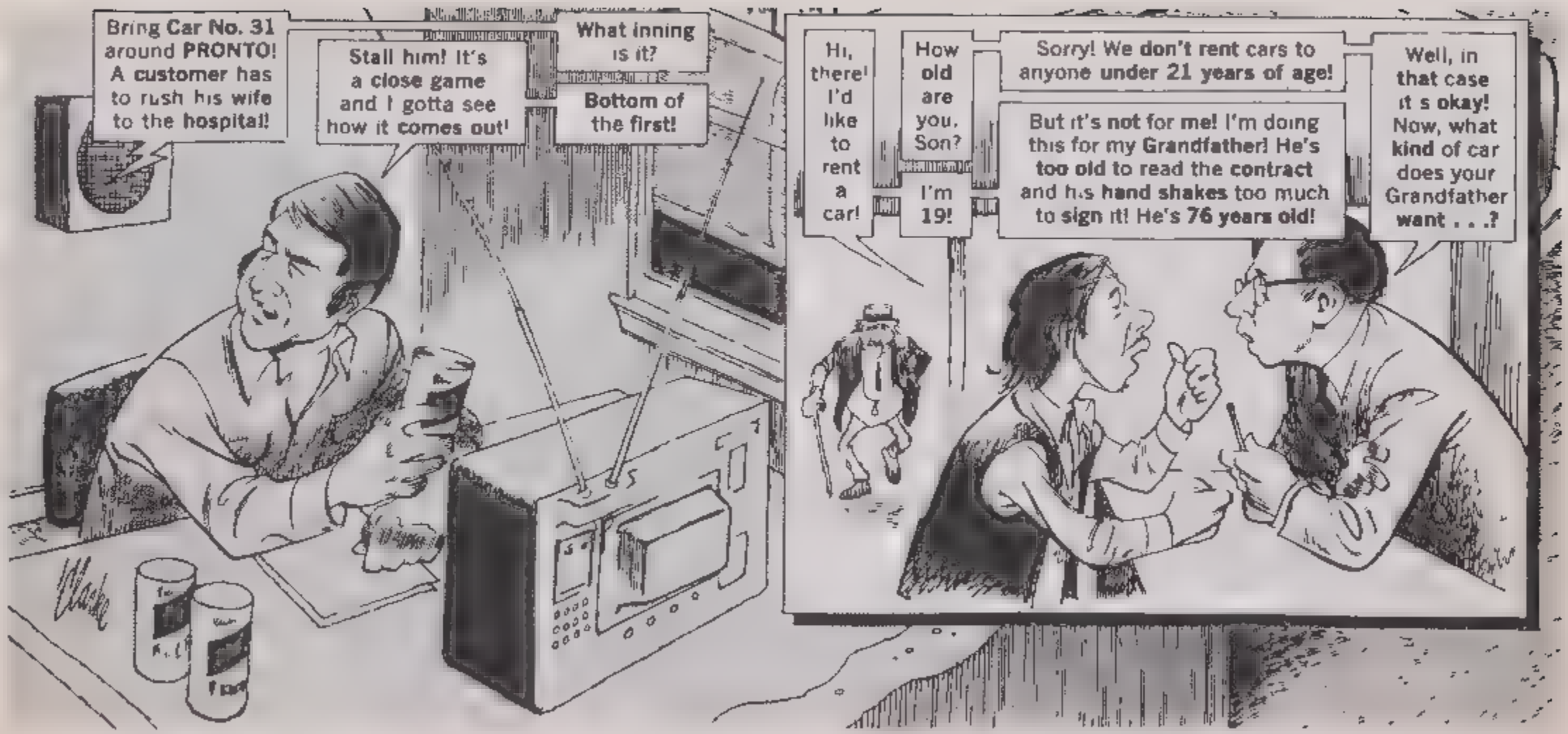
ARTIST: BOB CLARKE
WRITER: STAN HART

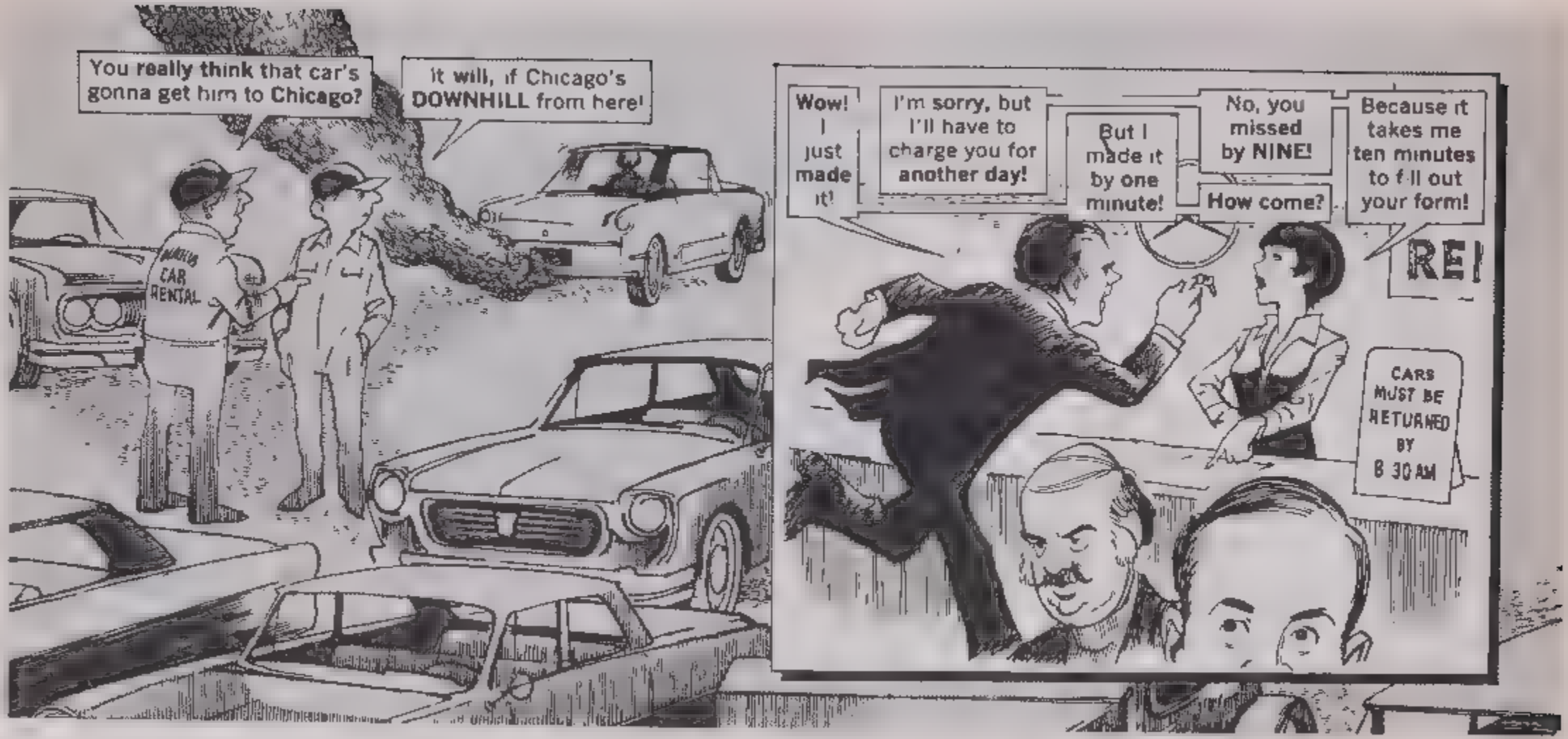

Is there really any difference between your Car Rental Company and the others?
Of course! Our company spends five times as much money as the next three COMBINED!
On new cars, maintenance and repairs?
No, say I mean on advertising!
What's the difference between our regular car rental and our "Weekend Special"?
With our regular rental WE pay for gas. On our "Weekend Special," the CUSTOMER pays for gas!
But he gets the same car, right?
Wrong! When WE pay for gas we give him a car that gets 20 miles to the gallon! When HE pays for gas we give him one that gets 8 miles to the gallon if he's lucky!
RENTAL
RENTA

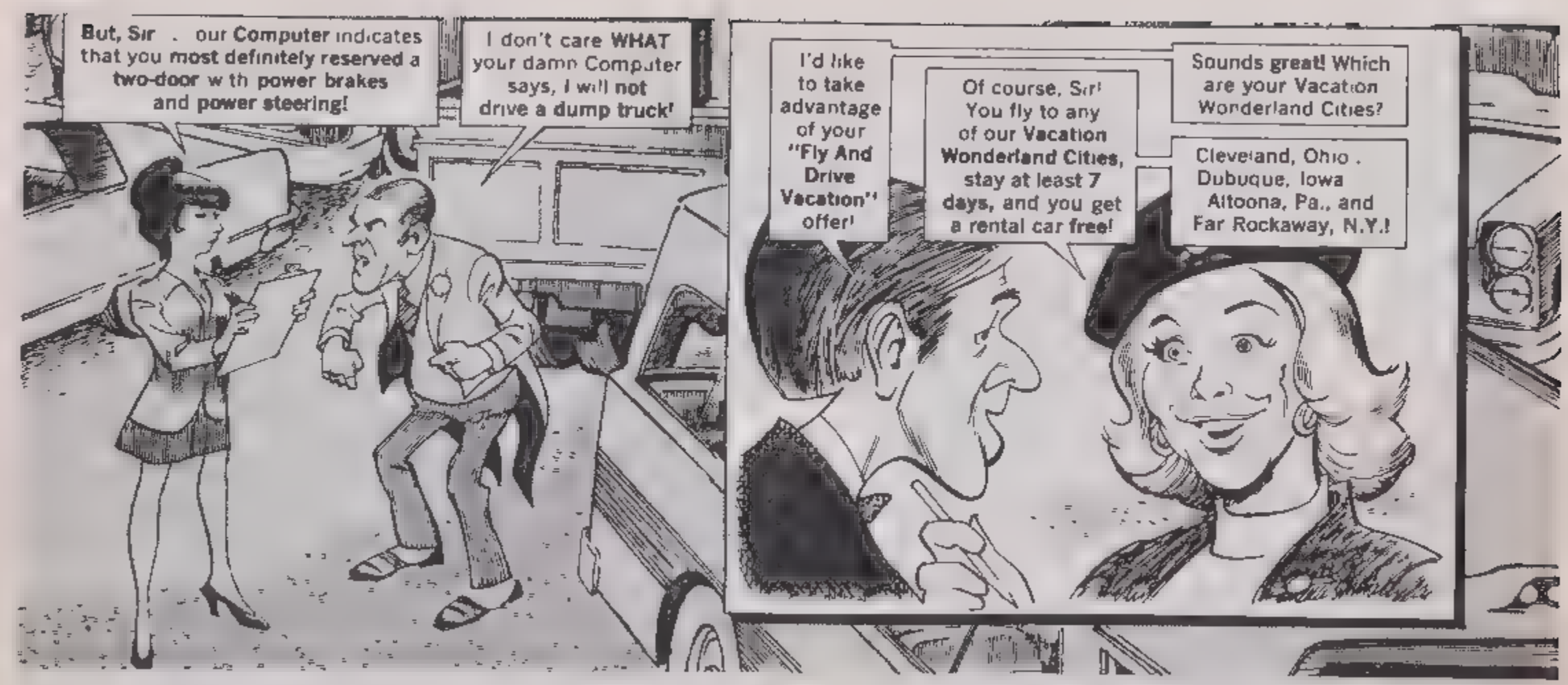
Now you see why we only hire sexy, stacked broads!
Sure! While the customer tries to make out with her he doesn't notice that you've added 100 miles to his speedometer reading!
What do you mean, $14 a day!? Over the phone you said it would be $6 a day!
I'm sorry for the misunderstanding! We always keep our word! If we said $6 a day that's all you'll pay!
That's better! Now what kind of a vehicle do I get ?
A three-speed bicycle!
Why should he go THAT way to Milwaukee! It's at least a hundred miles out of the way!
Dummy! That's a hundred miles at 14c a mile!


When I tried to stop, the brakes failed, and I plowed right into the wall of an overpass! It was terrible!
Don't be upset! We'll only charge you our compact car rate
I tried to call you all morning but the line was tied up! Don't you have more than one phone?
We have SIX telephones, Sir!
All taking reservations?
No . . . only TWO take reservations!
What about the others?
We use those to call our competition . . . and keep THEIR lines tied up!

The transmission went, the brakes failed and the steering locked!
You're not going to CHARGE me for that disaster, are you?!
Okay . . but you'll have to add two more miles to the speedometer reading!
Because after I hang up, Honey . . I'm letting that pile of junk you call a car roll off a ten thousand foot cliff!
Thanks for the information! Is there anything else? I'm busy.
Sorry . . but if you read your Car Rental Agreement, you will find that you are totally responsible!
Why's that?
We put one of these Car Sickness Bags inside each of our cars!
Isn't that a waste?! Not everyone gets car sick!
They do when they see what the inside of our cars look like!
BARF BAG
BARF BAG


Bring Car No. 31 around PRONTO! A customer has to rush his wife to the hospital!
Stall him! It's a close game and I gotta see how it comes out!
What inning is it?
Bottom of the first!
Hi, there! I'd like to rent a car!
How old are you, Son?
I'm 19!
Sorry! We don't rent cars to anyone under 21 years of age!
But it's not for me! I'm doing this for my Grandfather! He's too old to read the contract and his hand shakes too much to sign it! He's 76 years old!
Well, in that case it's okay! Now, what kind of car does your Grandfather want . . .?


You really think that car's gonna get him to Chicago?
It will, if Chicago's DOWNHILL from here!
CAR RENTAL
Wow! I just made it!
I'm sorry, but I'll have to charge you for another day!
But I made it by one minute!
No, you missed by NINE!
How come?
Because it takes me ten minutes to fill out your form!
RE!
CARS MUST BE RETURNED BY 8 30 AM


But, Sir . our Computer indicates that you most definitely reserved a two-door w th power brakes and power steering!
I don't care WHAT your damn Computer says, I will not drive a dump truck!
I'd like to take advantage of your "Fly And Drive Vacation" offer!
Of course, Sir! You fly to any of our Vacation Wonderland Cities, stay at least 7 days, and you get a rental car free!
Sounds great! Which are your Vacation Wonderland Cities?
Cleveland, Ohio . Dubuque, Iowa Altoona, Pa., and Far Rockaway, N.Y.!

Let's see! That's fully powered, radio, heater, air conditioner, windows, doors, upholstery! With those extras, it comes to $15 a day plus 15c a mile!
WHAT?!? Your sign says "TWO DOLLARS A DAY"!!
That's right! And that day was July 1st, 1963!
But they told me I could leave the car at the rental office here in the airport, and that you would shuttle me to my airline terminal!
Sure! Just as soon as the bus fills up . . .!
But my plane leaves in ten minutes! How am I going to catch it?!?
Simple! Just rent another car from us for our special "Airport Office Car-Return To Airline Terminal" rate of ten bucks!

THE LIGHTER SIDE OF...

CONSA

Darn it! The television set is broken! Now, it's gonna cost me an arm and a leg to get it fixed!
Jack's TV Repair always overcharges me! I know I'm gonna be taken!
So don' call Jack's

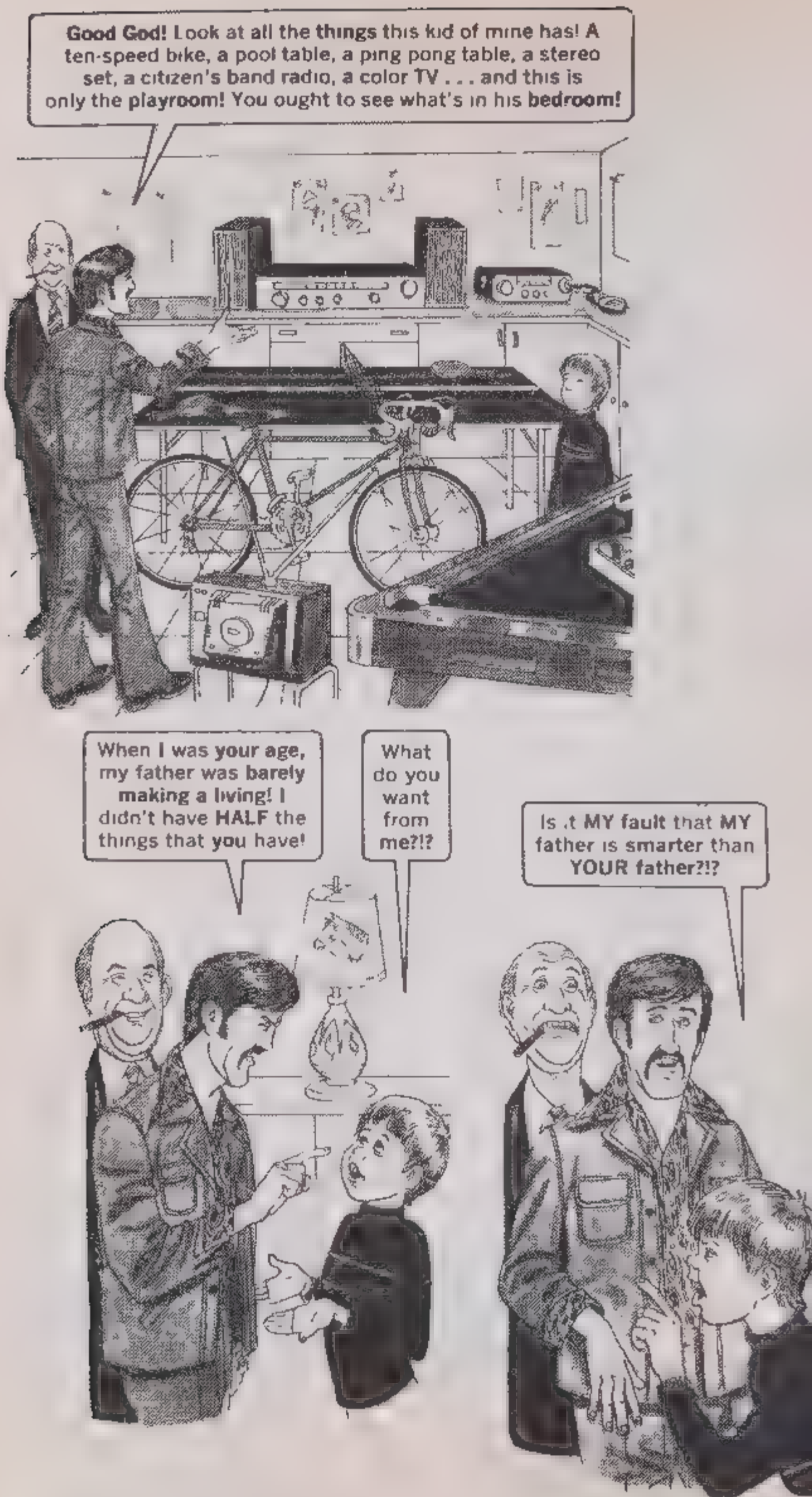
DMERS

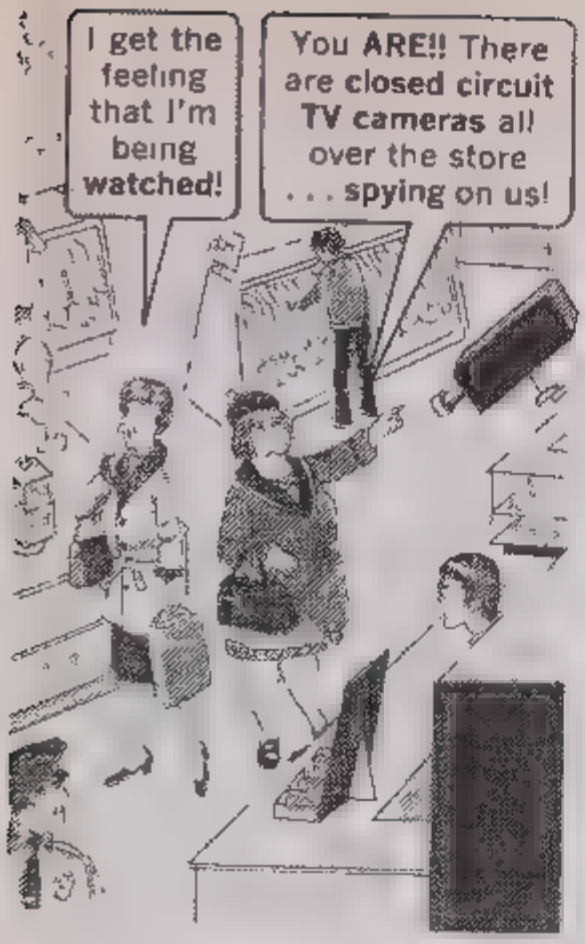
WRITER & ARTIST
DAVID BERG

Call some other TV repair shop!
Nahh! Some other shop'll probably take me also! I'd better call Jack's!
If I'm gonna be taken, I'd rather be taken by someone I KNOW!!

Did you ever read the small print where they list the ingredients in a package?
No . . but I will now!
Vegetable Monoglyceride . . Sodium Phosphate . . . Sorbitan Monostearate!
Sodium Sulfite . . . Pyridoxine Hydrochloride . . . Sodium Caseinate . . . BHA and BHT!
Polysorbate 60 . . . Ferrous Sulphate Zinc Oxide . . Palmitate!
That's an awful lot of chemicals!
Excuse me, Sir! In what aisle do you sell FOOD?!?

Admit it! Don't I look gorgeous for my date with Lester tonight!?!
You look EXPENSIVE, anyway! How much did that dress cost me?!?
Only $79.95!
ONLY?!? It's bad enough you're going out with a bum that I can't stand..
. but do you have to be GIFT-WRAPPED?!?


Good God! Look at all the things this kid of mine has! A ten-speed bike, a pool table, a ping pong table, a stereo set, a citizen's band radio, a color TV . . . and this is only the playroom! You ought to see what's in his bedroom!
When I was your age, my father was barely making a living! I didn't have HALF the things that you have!
What do you want from me?!?
Is it MY fault that MY father is smarter than YOUR father?!?


I get the feeling that I'm being watched!
You ARE!! There are closed circuit TV cameras all over the store . . . spying on us!

There are dozens of uniformed guards walking sentry! And that woman trying on the coat isn't a customer, she's a security person keeping an eye on us to see if we're shoplifters!

And that reflection you're looking at is really a two-way mirror with more security personnel watching us!
My goodness! If you know all this, why do you keep coming to this store?

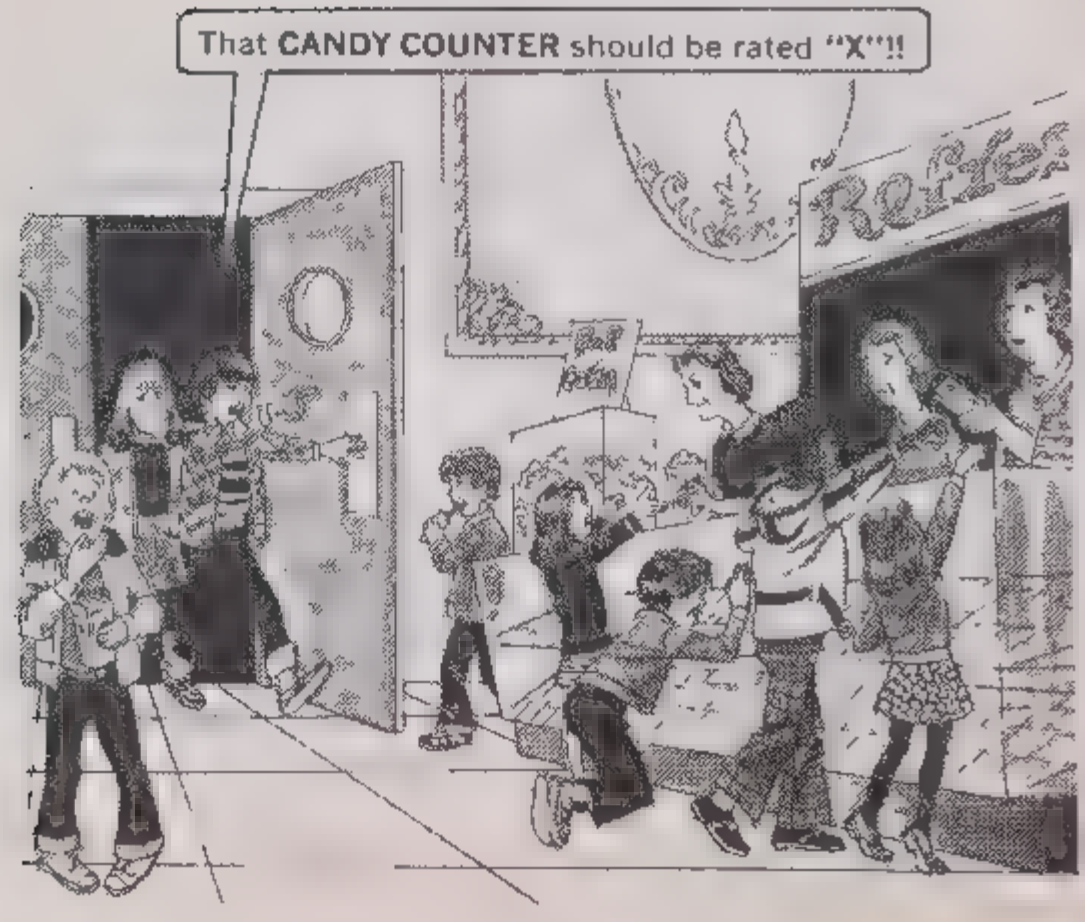
Where ELSE would so many people pay so much attention to a NOBODY like ME?!?

Here you are . out of a job, living on Unemployment Insurance, and what do you do with the little money we have?!? You indulge yourself in your various expensive hobbies! You gotta be nuts!!
WRRZZ
Not so nuts!! Statistics show that people who are involved in hobbies tend not to go crazy!!
Yes . . . but they sure drive everybody ELSE in the family crazy!!

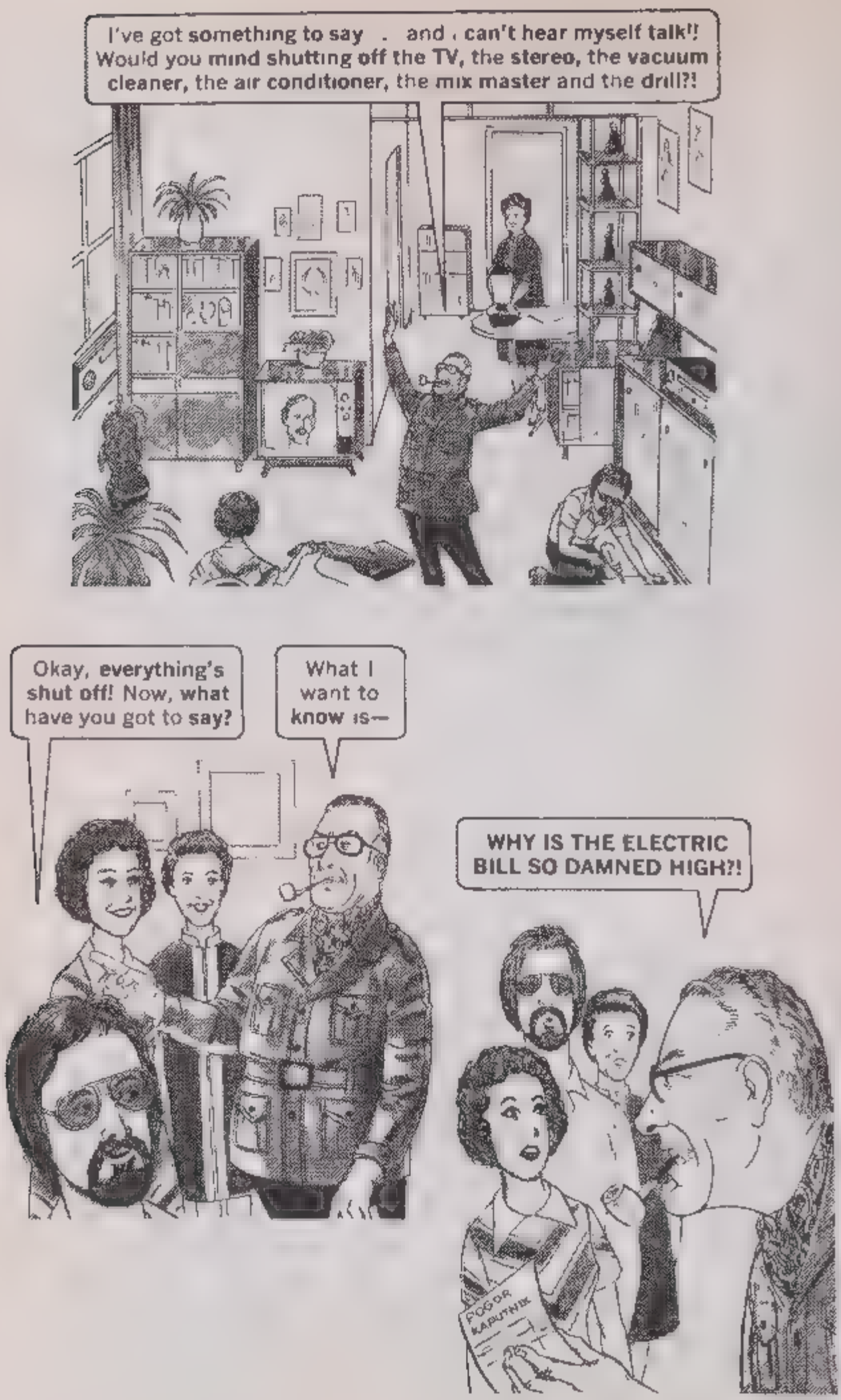
I went shopping today, and I absolutely lost my head! I did something really stupid!
I bought a pocket calculator, a pocket recorder, a pocket camera and a pocket knife . . .
And now, I suppose, you're going to tell me that it was really stupid because, as a result, your pockets haven't got any money left in them?!
No WORSE . . . !!
It was really stupid because I haven't got any POCKETS!!

Do you **believe** it?! That **movie** is rated **"PG"**!
Yeah! It **should be** rated **"R"**!

Yecch! I'm **sick to my stomach!**
I'm feeling a little queasy, too!


That **CANDY COUNTER** should be rated **"X"!!**

Aw, gee . . your toy broke!!
Y'know, for six months, I saved to buy that toy! I wanted it so badly, that's all I could think about! Finally, yesterday morning, I bought it! And now, it breaks into a billion pieces!
You only had it ONE DAY?! If I were you, I'd make such a fuss, the manufacturer would be forced to give you another one!
Nahhh! I don't think I'll bother!
As of last night, I was already sick of it!!


I've got something to say . and I can't hear myself talk!! Would you mind shutting off the TV, the stereo, the vacuum cleaner, the air conditioner, the mix master and the drill?!
Okay, everything's shut off! Now, what have you got to say?
What I want to know is—
WHY IS THE ELECTRIC BILL SO DAMNED HIGH?!
POGOR KABUTNIK

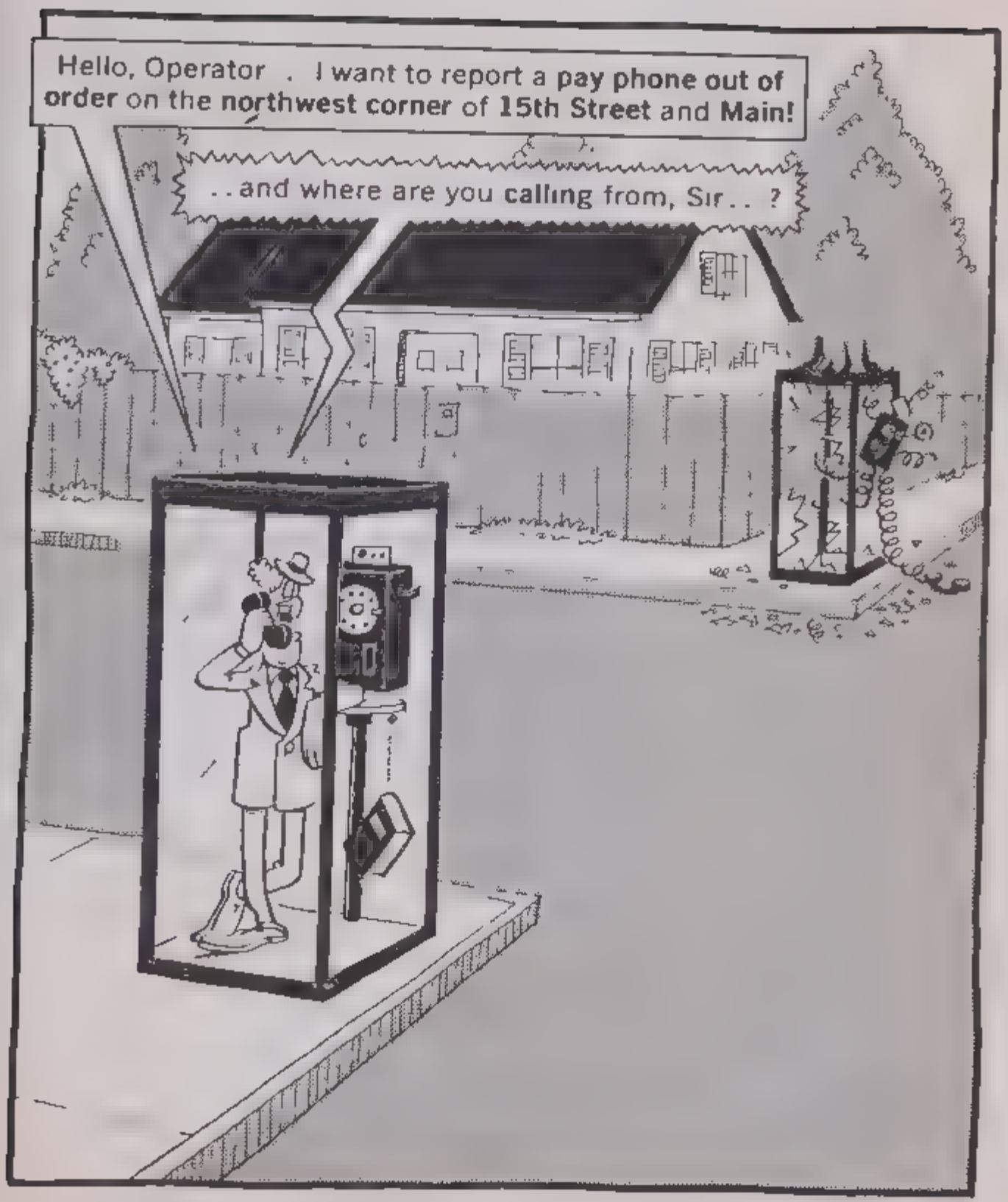
Stop by the Supermarket on the way home . . .
Oh, NO!! You know how I hate shopping!
You can wait in the car! It won't take long! I just need to get ONE ITEM!!
FIVE BAGS?!? I thought you said you only needed to get ONE ITEM . . . ?!?
I did . . .
FOOD!!

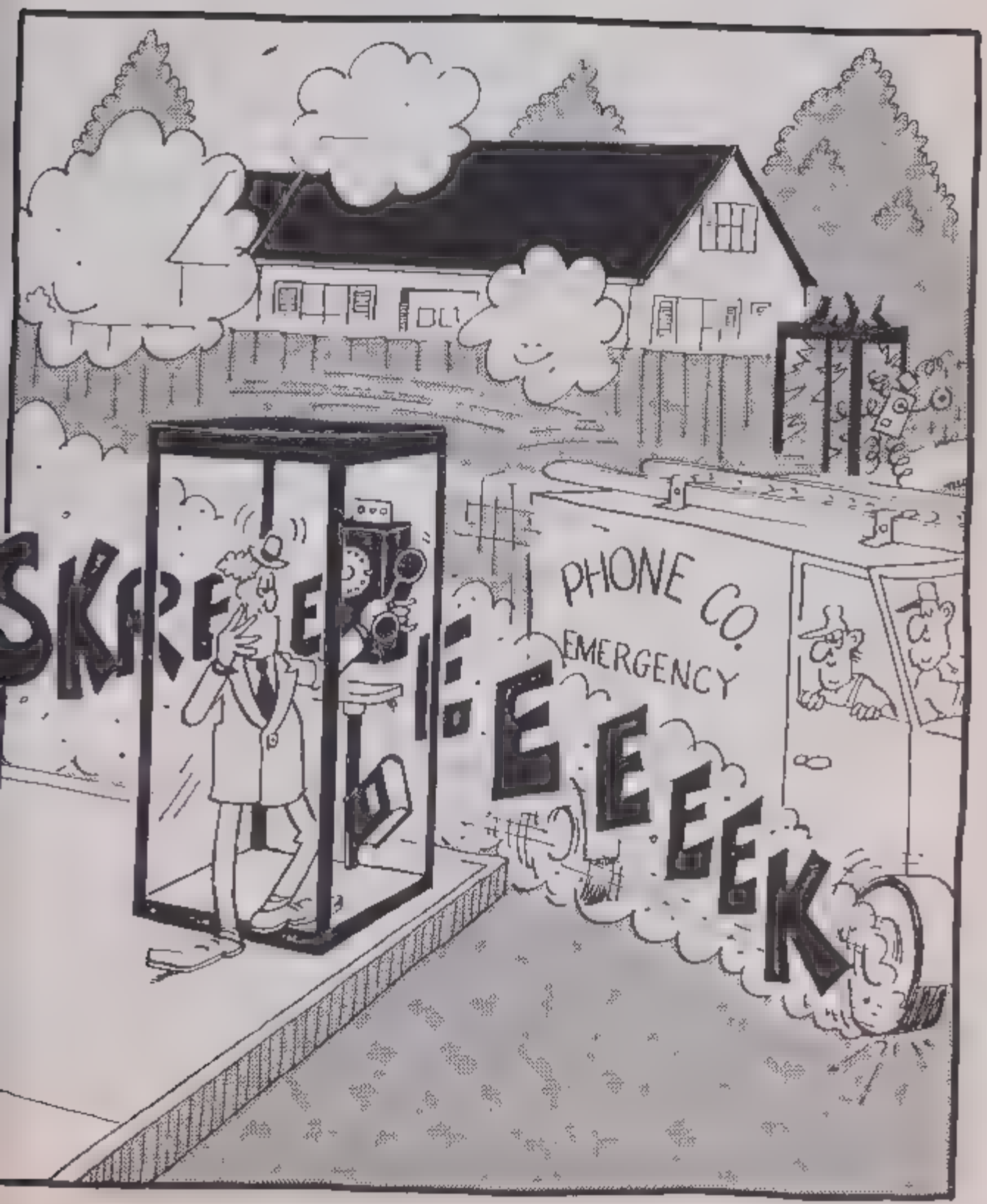
Do you remember when every counter had its own cash register?!?
I remember! Now they have one central cashier, and we all have to stand on long lines! It's a bloody nuisance!
Y'know something! The longer I wait on line, the more I HATE this dress!
So take it back!
WHAT?! AND LOSE MY PLACE IN LINE?!?

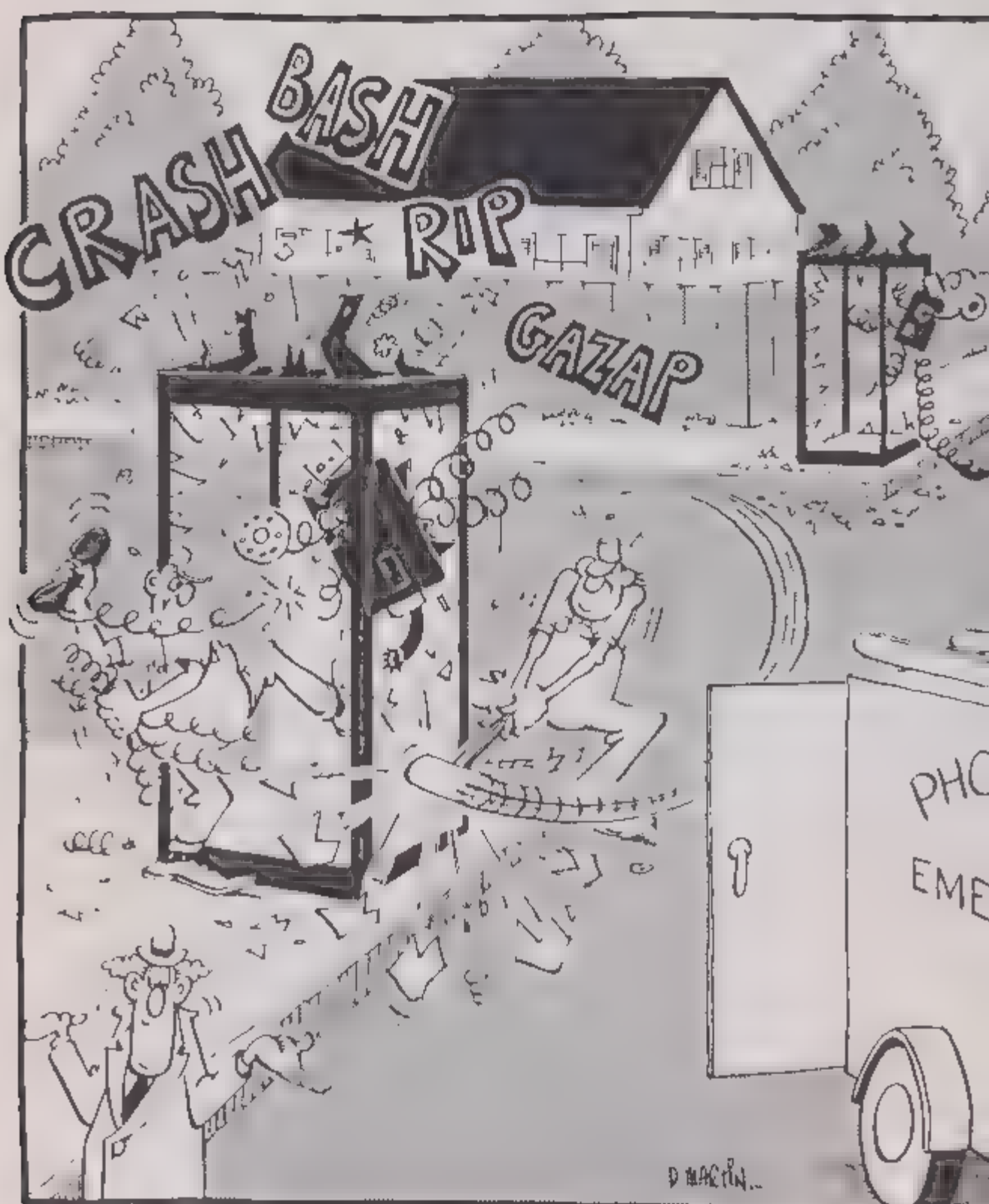
This suit is YOU!
The heck it is! That suit is SOMEONE ELSE! Some dumb cluck who hasn't got anyone to watch over him!
But, Madam! This suit is a REAL BARGAIN! The price has been slashed from $79 to $59!
That's because it was over-priced in the first place!
David Berg
Is that your wife?
Sort of . !
Actually, she's more my personal CONSUMER PROTECTION AGENCY!

DON MARTIN DEPT.

ONE TUESDAY MORNING ON MAIN STREET


Hello, Operator . I want to report a pay phone out of order on the northwest corner of 15th Street and Main!
..and where are you calling from, Sir.. ?


SKREE
PHONE CO.
EMERGENCY
EEEEEK


CRASH
BASH
RIP
GAZAP
PHO
EME
D MACTIN

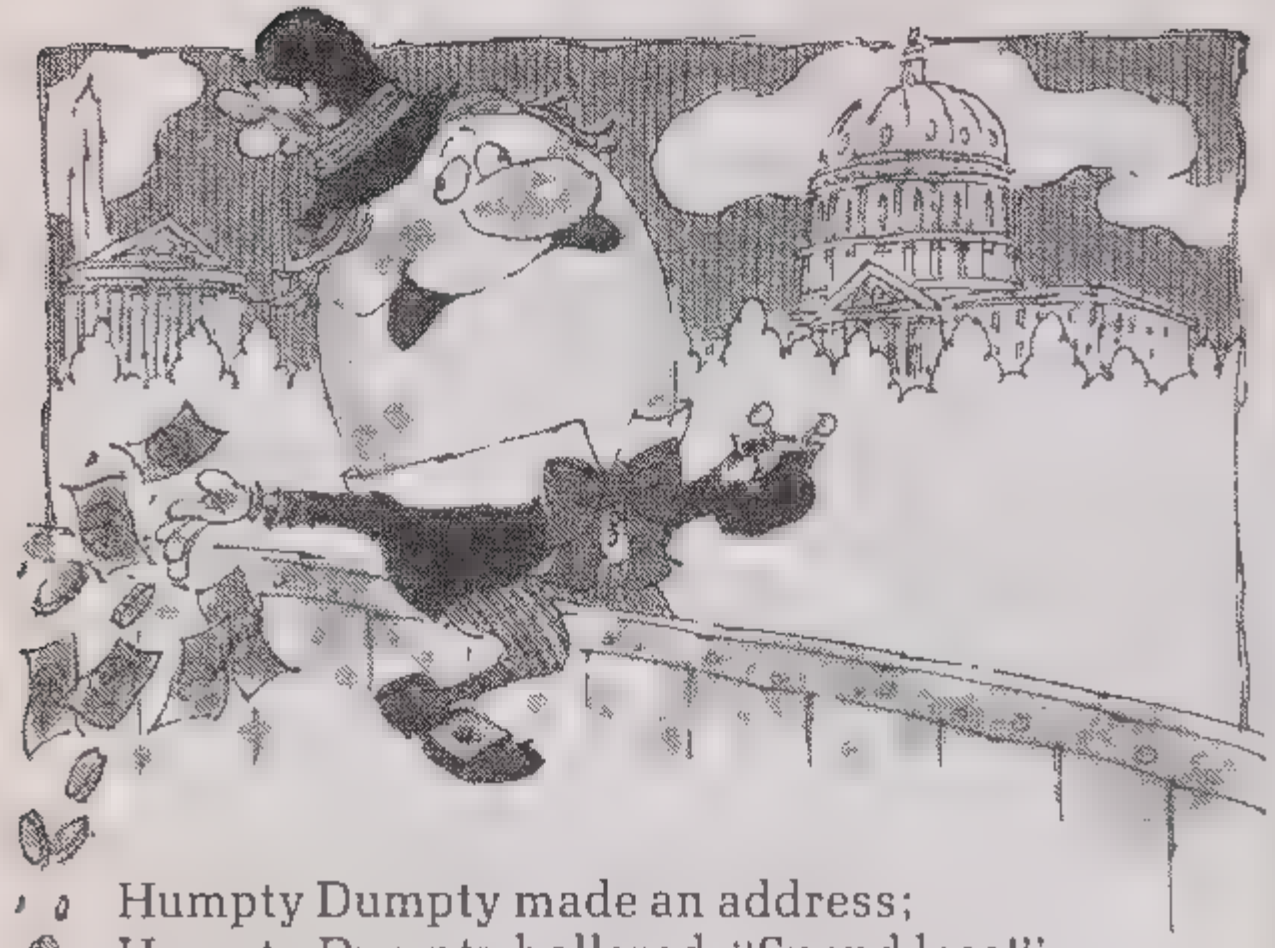
VERSE OF THE PEOPLE DEPT.

What's going on in Nursery Land these days? Well, Tom, Tom the Piper's Son is stuffing ballot boxes, and Jack and Mrs. Sprat are splitting their votes between the Democrats and G.O.P. In other words, it's voting time for Solomon Grundy and his friends, which is our way of introducing . . .

MAD'S ELECTION-YEAR MOTHER GOOSE

ARTIST: PAUL COKER, JR. WRITER: FRANK JACOBS

Humpty Dumpty

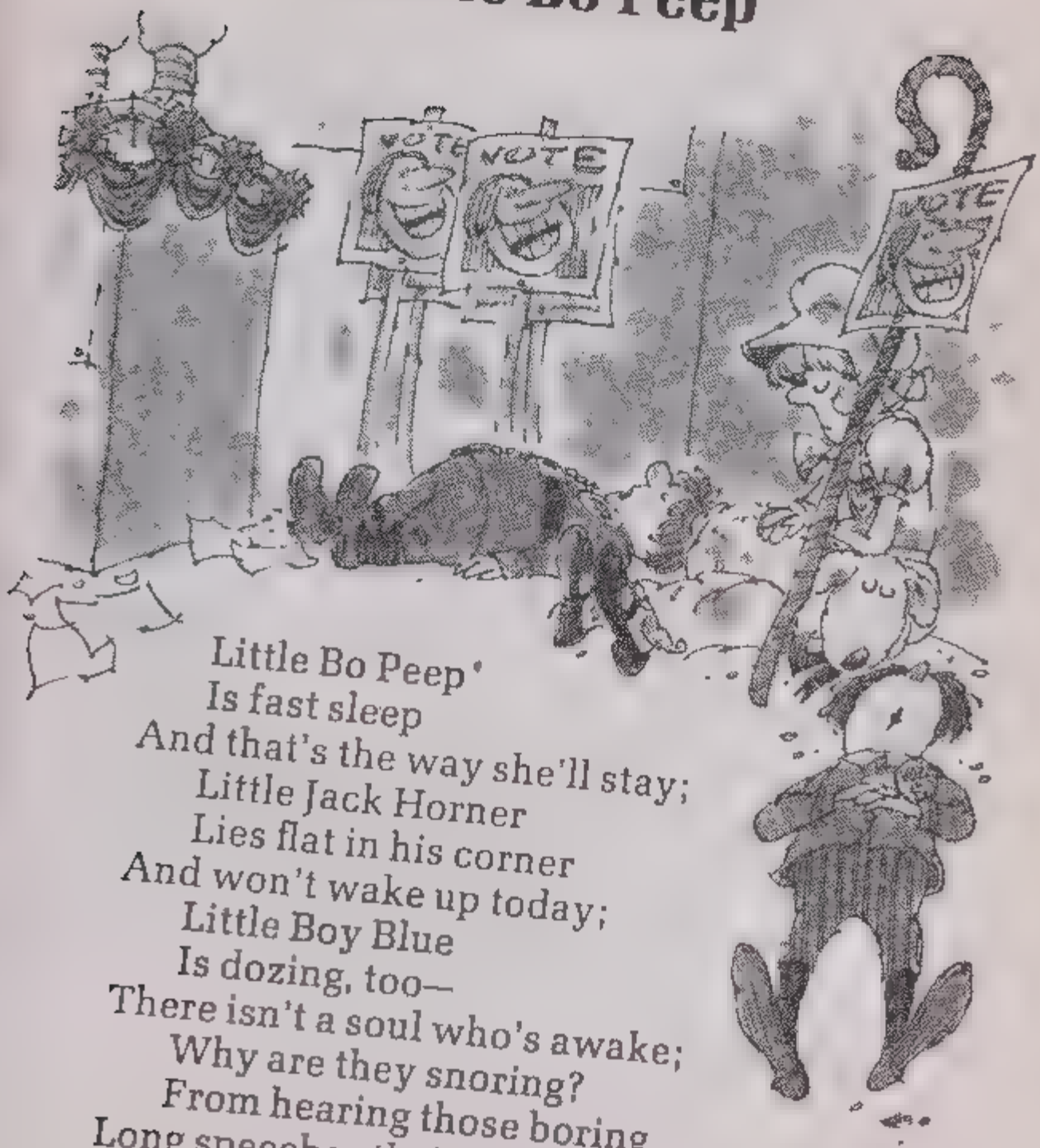


Humpty Dumpty made an address;
Humpty Dumpty hollered, "Spend less!"
All the conservative voters agreed
That Humpty in office was sure to succeed.

Humpty Dumpty spoke to the poor;
Humpty Dumpty hollered, "Spend more!"
All of the liberal voters concurred
That Humpty by far was the one they preferred.

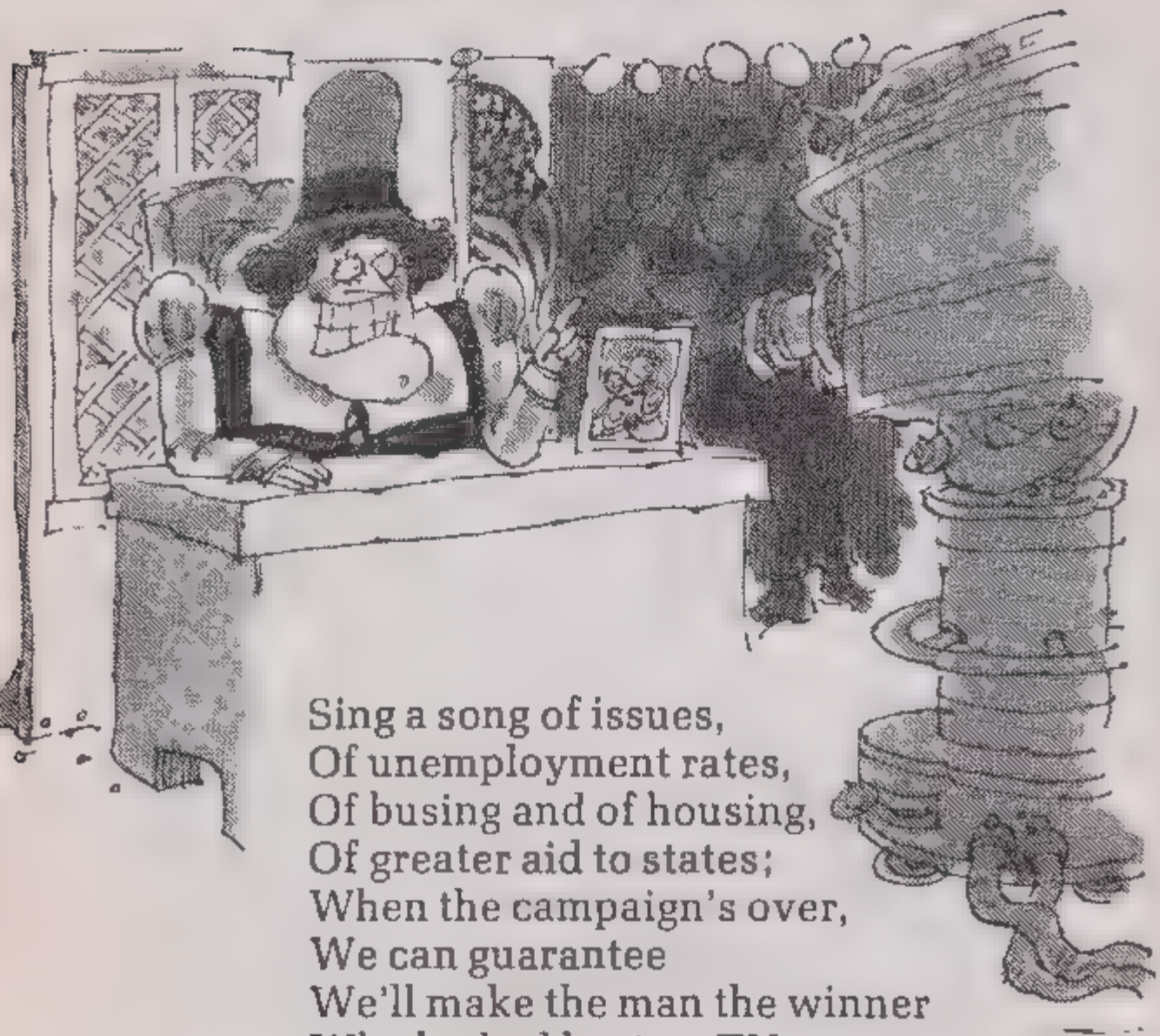
Humpty Dumpty stays on the fence;
Humpty Dumpty knows this makes sense;
He'll win all the voters up North and down South
By making full use of both sides of his mouth.

Little Bo Peep



Little Bo Peep
Is fast sleep
And that's the way she'll stay;
Little Jack Horner
Lies flat in his corner
And won't wake up today;
Little Boy Blue
Is dozing, too—
There isn't a soul who's awake;
Why are they snoring?
From hearing those boring
Long speeches their candidates make.

Sing a Song of Issues



Sing a song of issues,
Of unemployment rates,
Of busing and of housing,
Of greater aid to states;
When the campaign's over,
We can guarantee
We'll make the man the winner
Who looked best on TV.

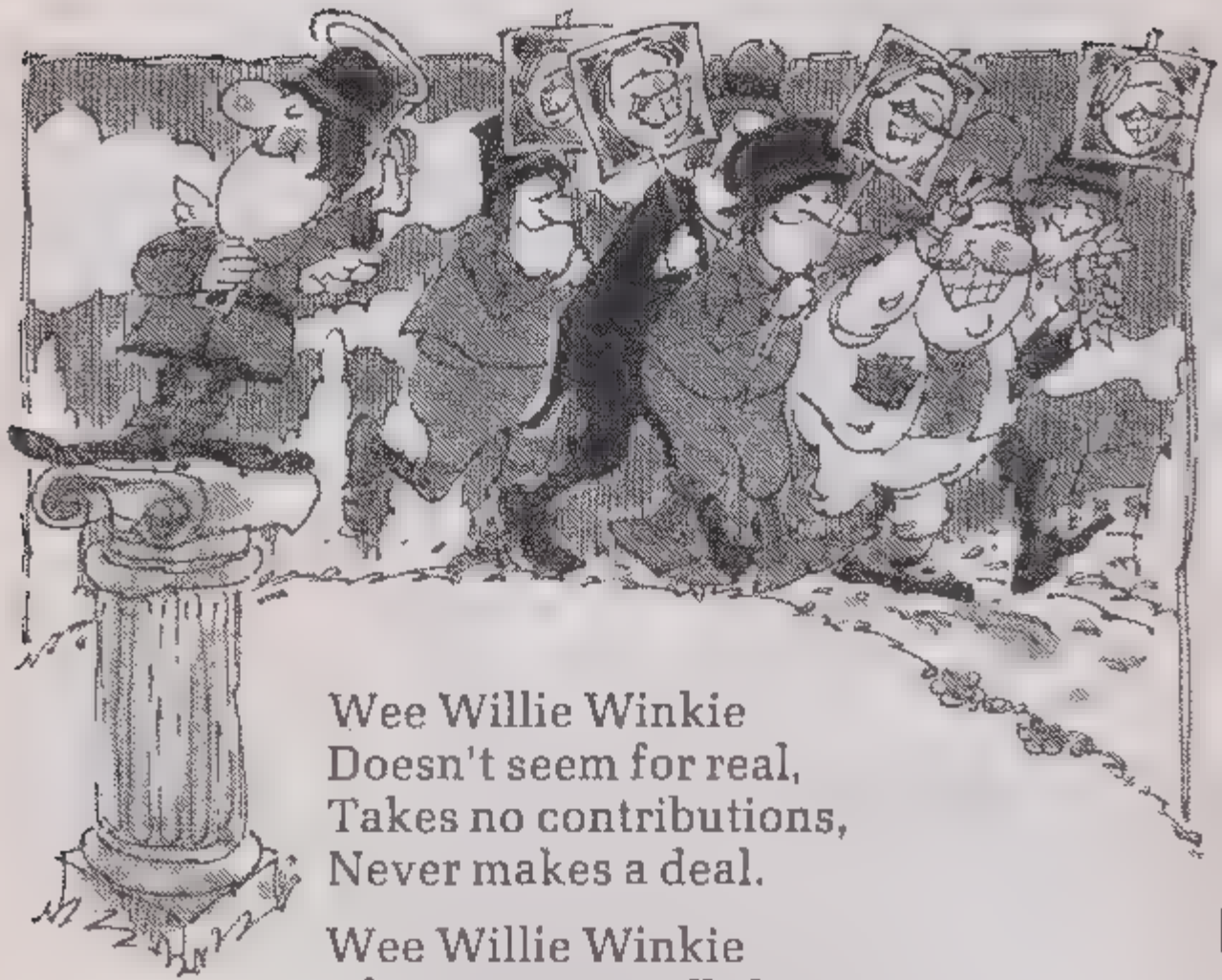
The Crooked Man

There was a crooked man,
And he had a crooked laugh,
And he ran a crooked office,
And he hired a crooked staff.

He served a crooked term,
And he did a crooked job,
And he rammed through crooked bills
For a crooked local mob.

Why back the crooked man
When his crooked ways you see?
Because the rival candidate
Is crookeder than he.

Wee Willie Winkie

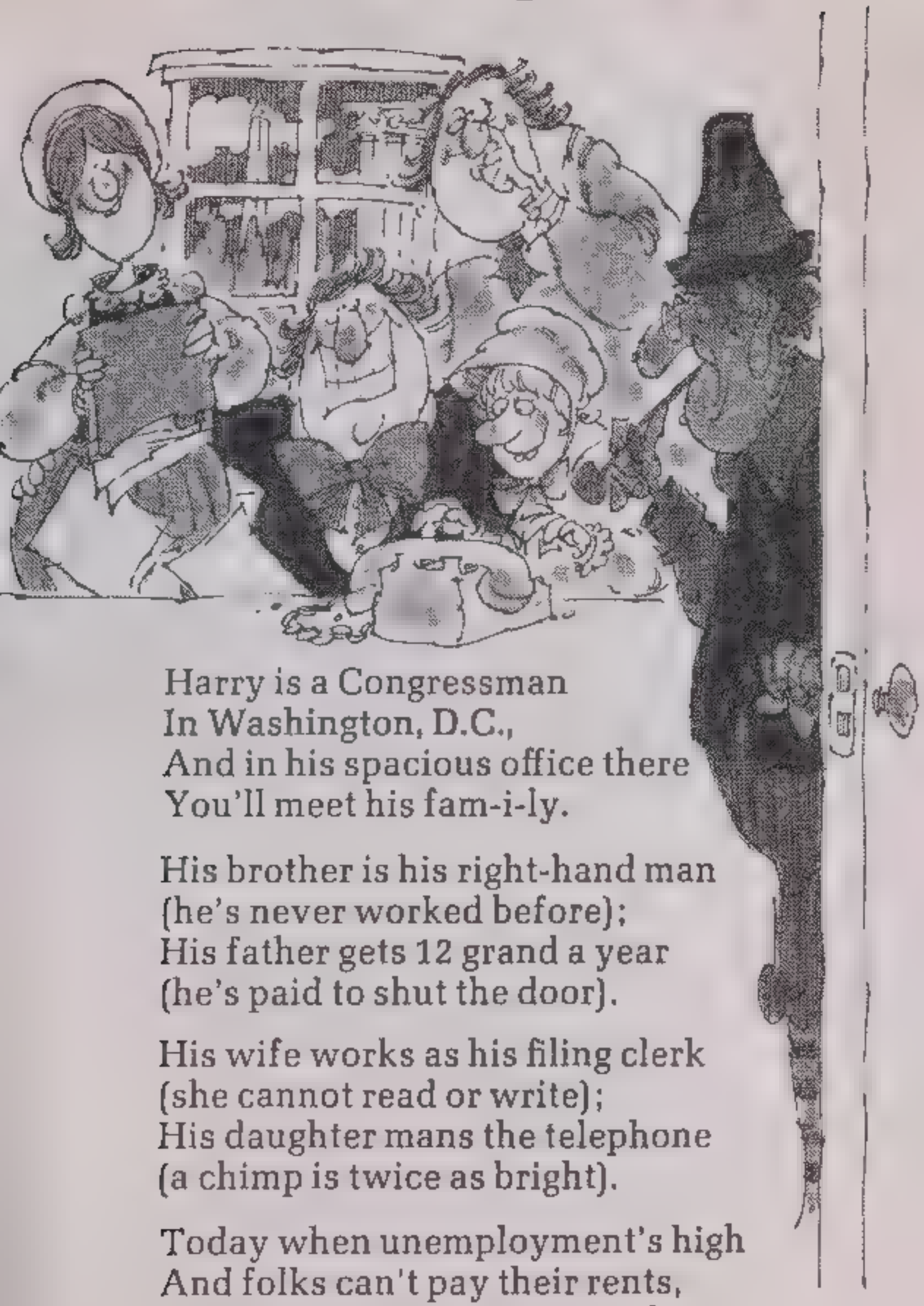


Wee Willie Winkie
Doesn't seem for real,
Takes no contributions,
Never makes a deal.

Wee Willie Winkie
Always comes off clean,
Free from all corruption,
Owned by no machine.

Wee Willie Winkie
Rids himself of sin;
Maybe that's why Willie
Never seems to win.

Harry is a Congressman



Harry is a Congressman
In Washington, D.C.,
And in his spacious office there
You'll meet his fam-i-ly.

His brother is his right-hand man
(he's never worked before);
His father gets 12 grand a year
(he's paid to shut the door).

His wife works as his filing clerk
(she cannot read or write);
His daughter mans the telephone
(a chimp is twice as bright).

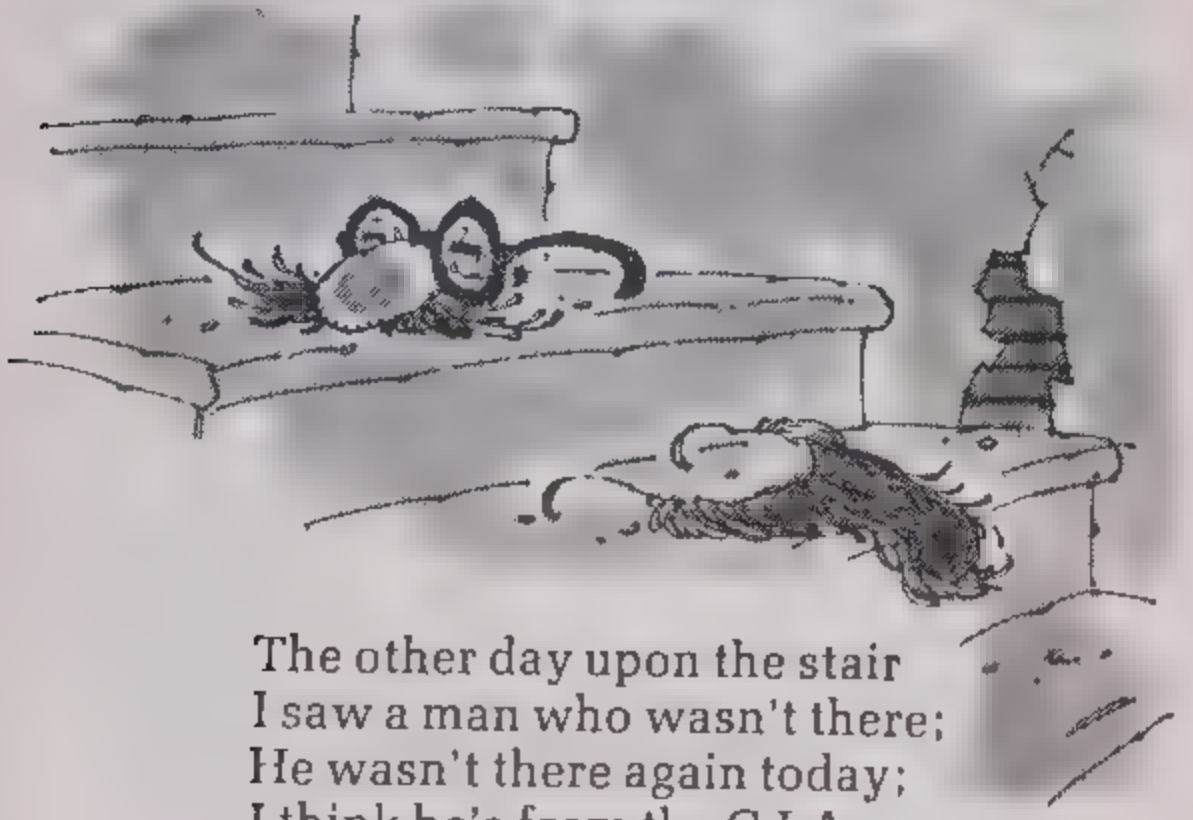
Today when unemployment's high
And folks can't pay their rents,
How nice to know one fam-i-ly's
Found work –at our expense.

Jack and Phil

Jack and Phil
Work on the Hill;
Two Senators are they;
But they pursue
The work they do
In quite a diff'rent way.

Jack's a slob
Who muffs his job,
While Phil achieves perfection;
It should be clear
Which one this year
Is up for re-election.

The Other Day Upon the Stair



The other day upon the stair
I saw a man who wasn't there;
He wasn't there again today;
I think he's from the C.I.A.

Taffy Was a Rich Man

Taffy was a rich man;
Taffy was connected;
Taffy spent five hundred grand
To get his man elected.

Taffy's now Ambassador
And struts around with pride;
Why don't you spend five hundred grand
And you'll be qualified.

As I Was Watching NBC

As I was watching NBC,
I heard a newsman telling me
Although returns were barely in
That A would lose and B would win.

As I was watching CBS,
I heard an analyst profess
That his computer could foresee
That C should now concede to D.

As I was watching ABC,
I heard that F would unseat E,
And, from 12 votes in Tennessee,
That H would wind up beating G.

As I turned off my set, I swore,
"What good are voters anymore?
"We might as well get rid of them
"And leave the vote to IBM."

Tweedledum and Tweedledee

Tweedledum and Tweedledee
Were running for the House,
When Tweedledum smeared Tweedledee
By calling him a louse.

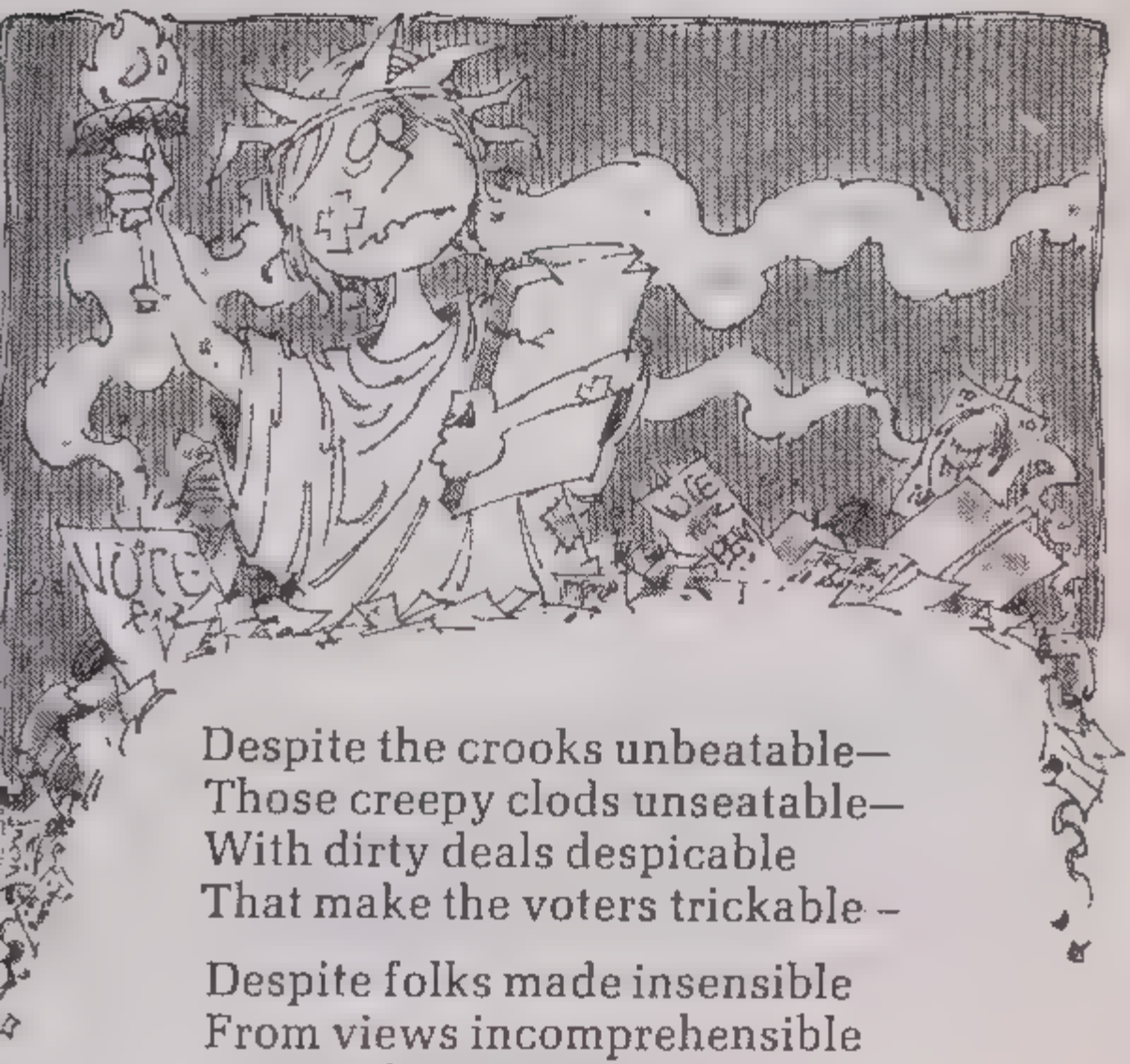
Tweedledee said Tweedledum
Had caused a vicious stink,
Then spread the word that Tweedledum
Was going to a "Shrink."

Tweedledum said Tweedledee
Was vile and full of bunk;
"The problem is," said Tweedledum,
"That Tweedledee's a drunk."

Tweedledee said Tweedledum
Was wrong in ev'ry way,
Then whispered to a columnist
That Tweedledum was gay.

Today I heard that Tweedledee
Was spotted at an orgy;
To hell with both—Election Day
I'll write in Georgie Porgie!

Despite the Crooks Unbeatable



Despite the crooks unbeatable—
Those creepy clods unseatable—
With dirty deals despicable
That make the voters trickable –

Despite folks made insensible
From views incomprehensible
In speeches unendurable
By party hacks incurable—

Despite campaigns regrettable
With promises forgettable –
Despite the rumors spreadable—
Our system works—Incredible!

BEATING THE LEXICON GAME DEPT.

A favorite Grown-Up complaint is that kids today don't know or care what's going on in the world. Well, what do they expect? A whole generation is being raised on the confusing double-talk of TV News. And maybe Parents can con themselves into thinking they understand all those mysterious new words and

A LITT
GUID
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THE N

ARTIST: JACK DAVIS

bewildering new phrases of the TV Newscaster . . . but their kids are too honest to do that. They're the first ones to admit that they need help in deciphering the indecipherable. And so . . . MAD rushes to the aid of the younger generation with this vital Public Service Feature entitled:

LE KID'S
E TO
TANDING
NEWS

WRITER: TOM KOCH

Classified Information

. . . is like the kind your Teacher writes in a note to your Parents, and then seals the envelope so you can't find out what it is, even though you're the one she's written about.

A Nuclear Deterrent

. . . is like when your folks buy a dog just so they can put a "Beware Of The Dog" sign on the front gate to scare away strangers . . . they hope.

Granting Diplomatic Recognition

. . . is like when you invite a kid to your Birthday Party—even though you don't like him very much—because you know he'll bring an expensive present.

Strategic Arms Limitations

. . . is like when two guys agree to throw away so many weapons, they barely have enough left to kill each other more than once.

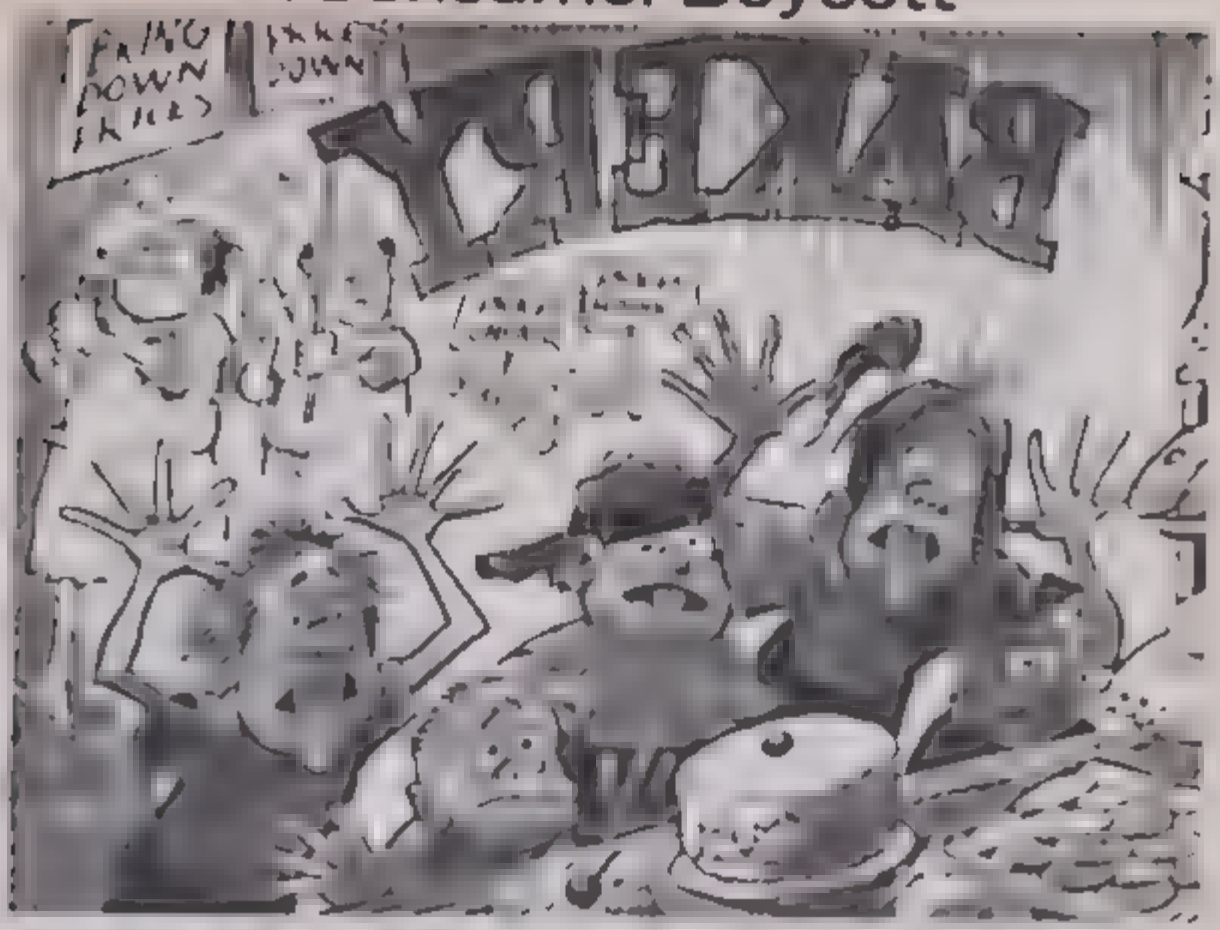
A Conflict of Interest

is like when you're assigned as the Homecoming Hall Monitor to see that nobody smashes stuff out of the lockers and you're the exact one who's smashing stuff.

A Recession

is when your allowance stays the same for a long time because your father asked for a raise and got turned down.

A Consumer Boycott



. . . is when all the Mothers get together and agree not to buy stuff their kids love to eat until the prices come down. (Oddly enough, Consumer Boycotts are never called to protest the rising costs of Grown-Up things like whiskey, beer and cigarettes.)

A Depression

. . . is when you don't get any allowance at all for a long time because your Father asked for a raise and got fired.

School Desegregation and Forced Busing

. . . are really the same thing. Adults have merely given it two different names so that those who are for it and those who are against it can both make it sound as if the other side is wrong.

A U.N. Cease-Fire

. . . is like when your Mom says it's okay to hit another kid if he hits you first, but not if he just looks like he might.

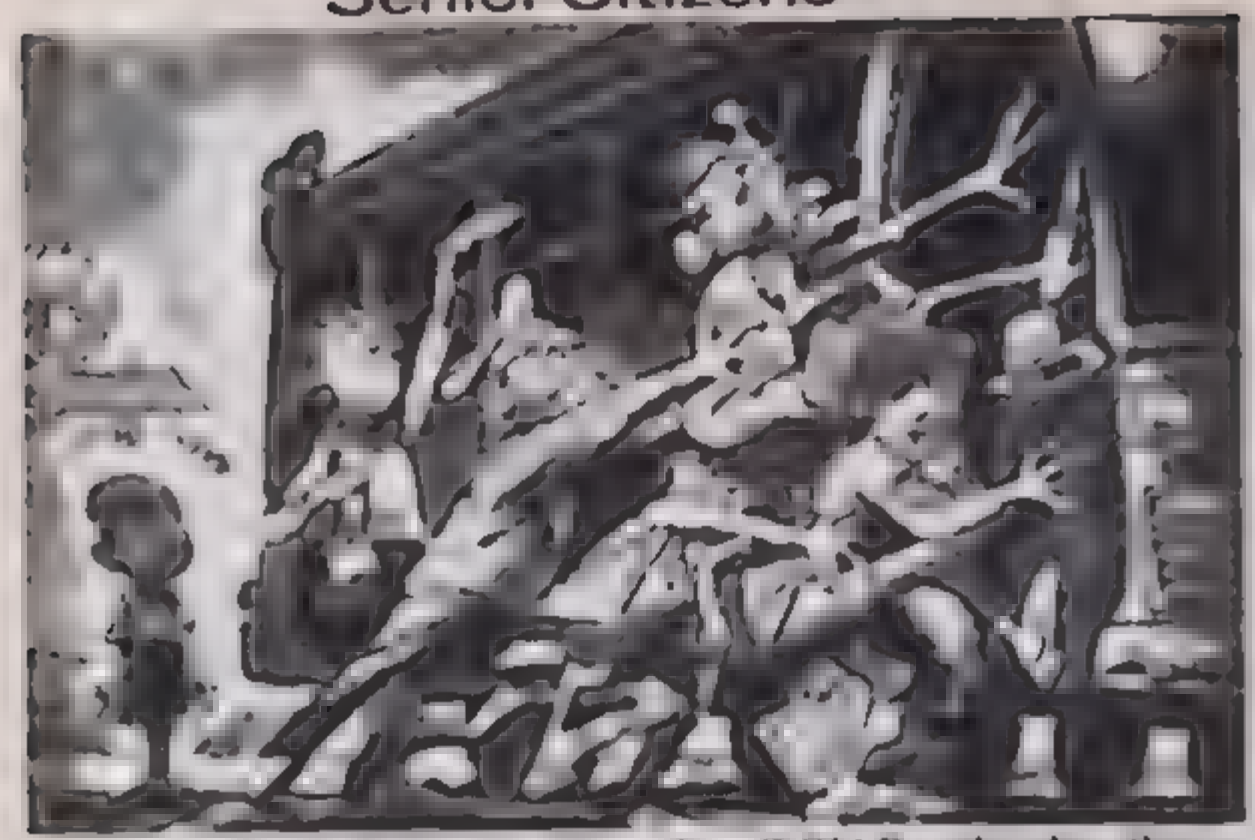
Bipartisanship

. . . is like when your Mom and Dad are both so completely against letting you take up "Hang Gliding" that there's no point in trying to play one of them off against the other.

An Unannounced Candidate

. . . is like what you are when you see a girl you want to date real bad but you're scared to ask her until her brother can almost guarantee that she won't say "NO!"

Senior Citizens

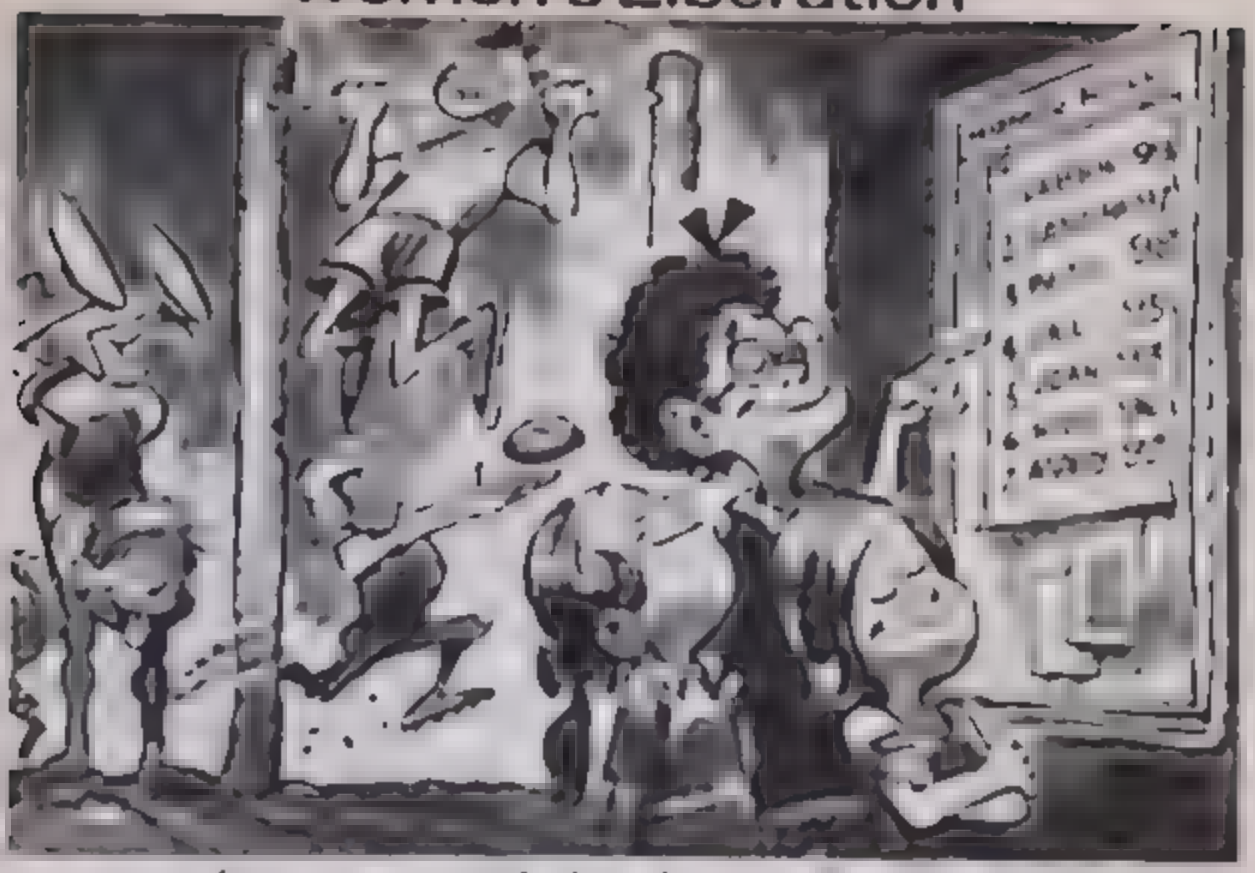


. . . are what Middle-Aged People call Old People when they want to get rid of them without hurting their feelings.

The Domino Theory

. . . is a Grown-Up term for what happens when your Dad's Boss is forced by his Wife to sleep on the sofa, which makes him yell at your Dad all the next day, which makes your Dad get bombed on his way home from work, which makes your Mom send you upstairs to your room so you won't hear what happens next.

Women's Liberation



. . . is a movement designed to convince everybody that girls with I.Q.s of 160 are as good as boys who can chin themselves 28 times without stopping.

Deficit Spending

. . . is like when you borrow so far ahead on your allowance that you can't ever get out of debt, unless you grow up to be the only 44-year-old person still getting an allowance.

Declaring Bankruptcy

. . . is like when you owe money to all of your friends, and you announce that you're not going to pay it back, but they can't hit you right then because your Father is with you.

A Covert Operation

. . . is what Grown-Ups call it when they get caught doing something they shouldn't do. By calling it that, they make sure of getting a medal instead of going to jail.

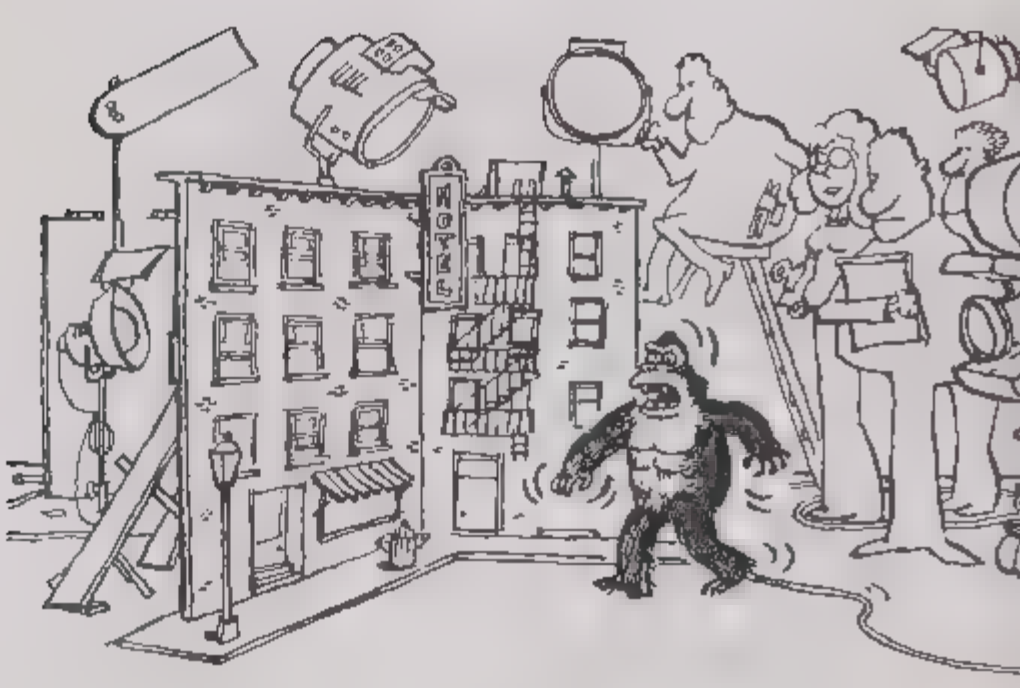
Fringe Benefits

. . . are like when you agree to clean out your neighbor's garage for a lousy 50¢ cash because you know there's a whole stack of *[illegible]* under all that junk

Detente

. . . is like when the Class Bully agrees to stop threatening to beat you up after you promise to do all his Math homework on your new calculator

A MAD AT Movie



LOOK MAKING

ARTIST & WRITER: SERGIO ARAGONES

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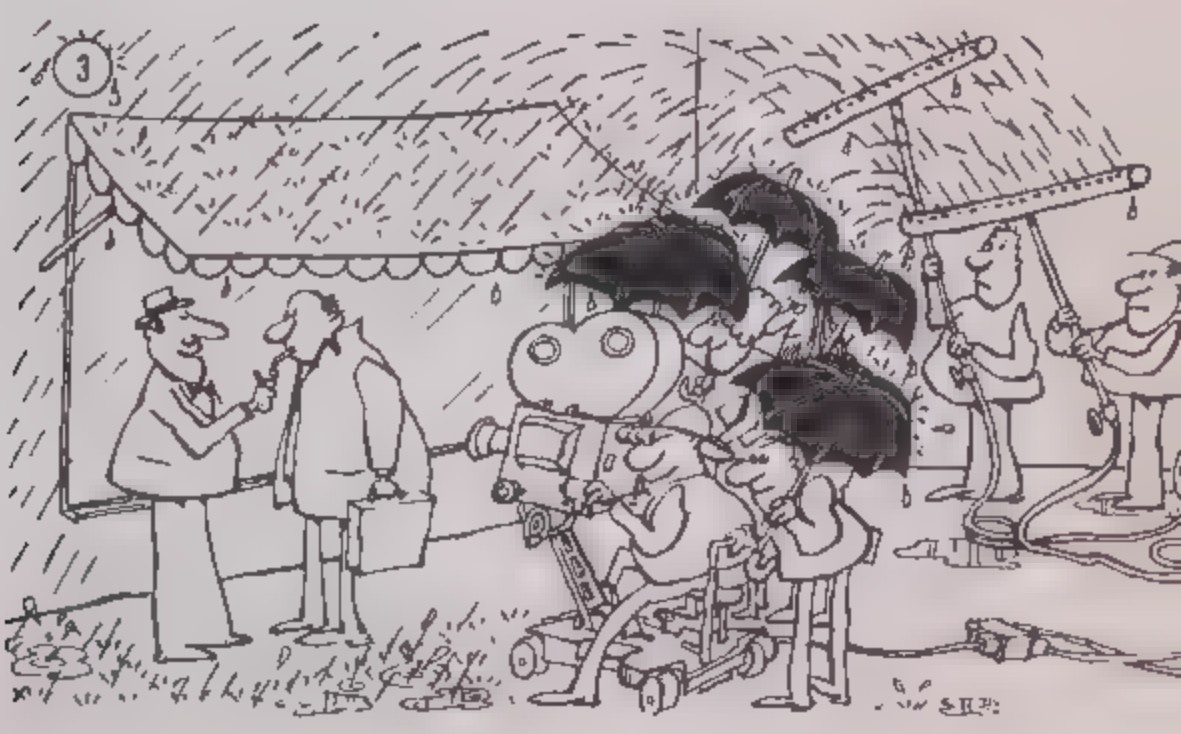
POLICE

2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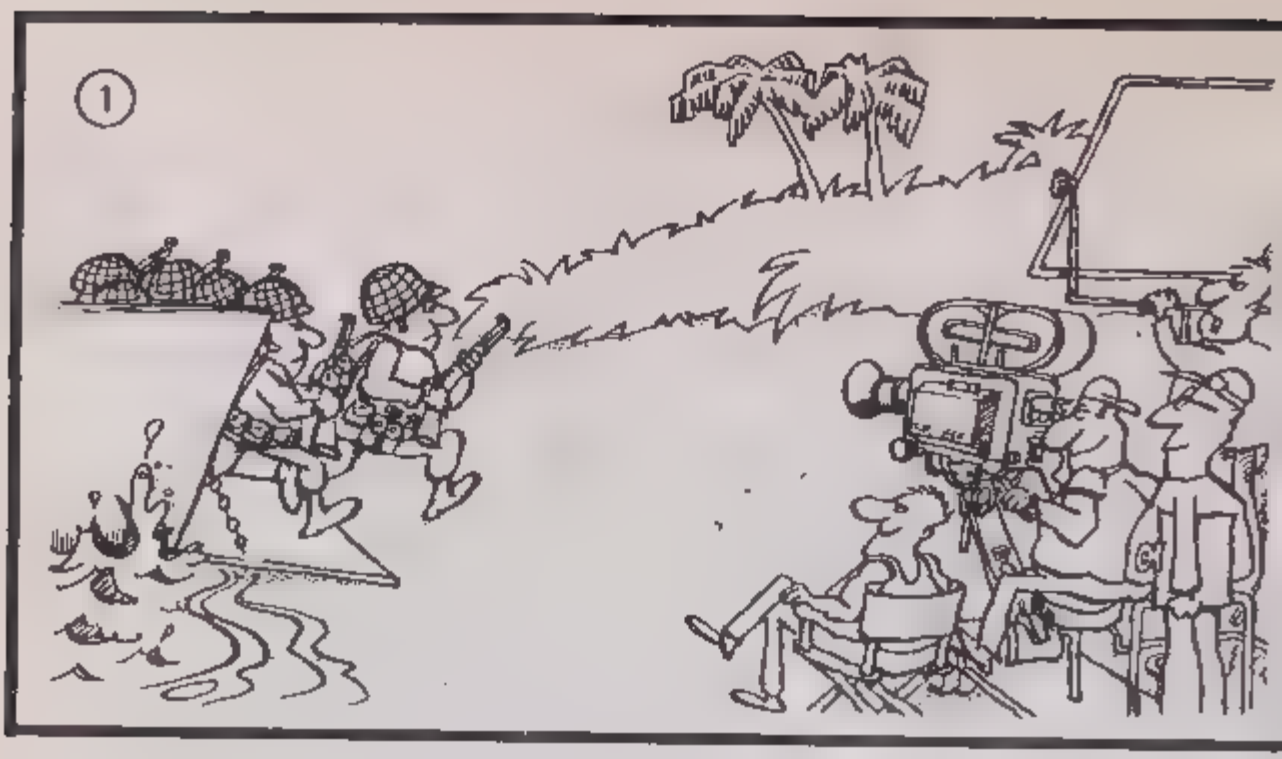
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J.E. PUTNI
PRODUCER

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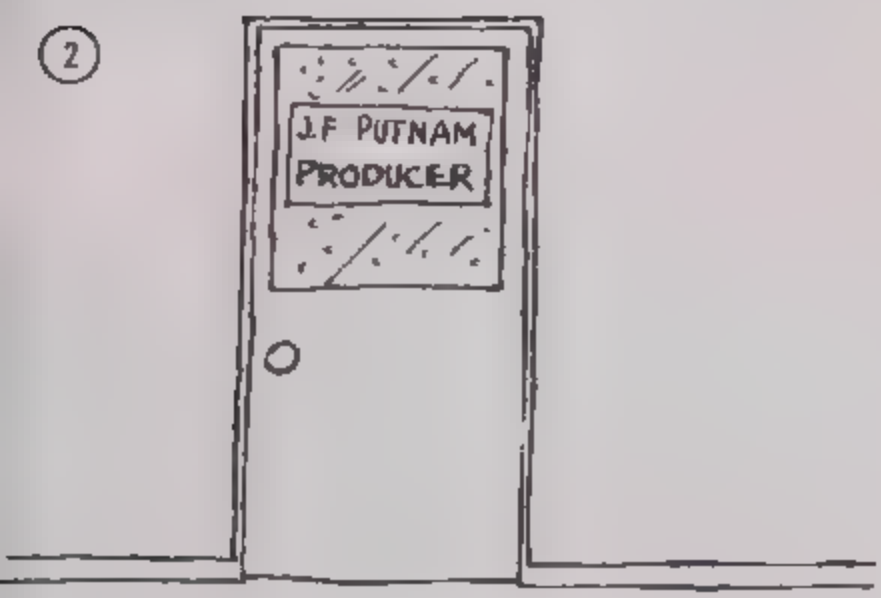
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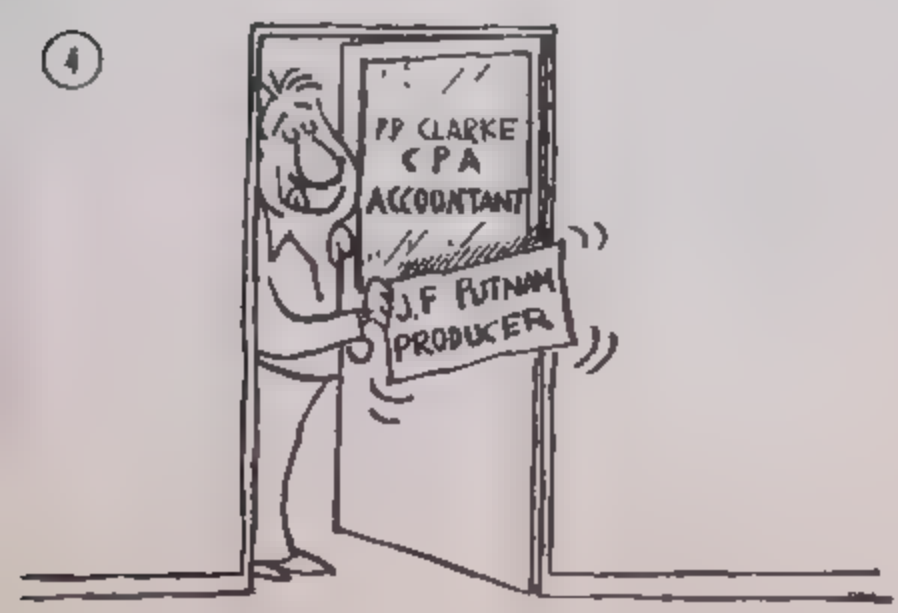
J.F PUTNAM
PRODUCER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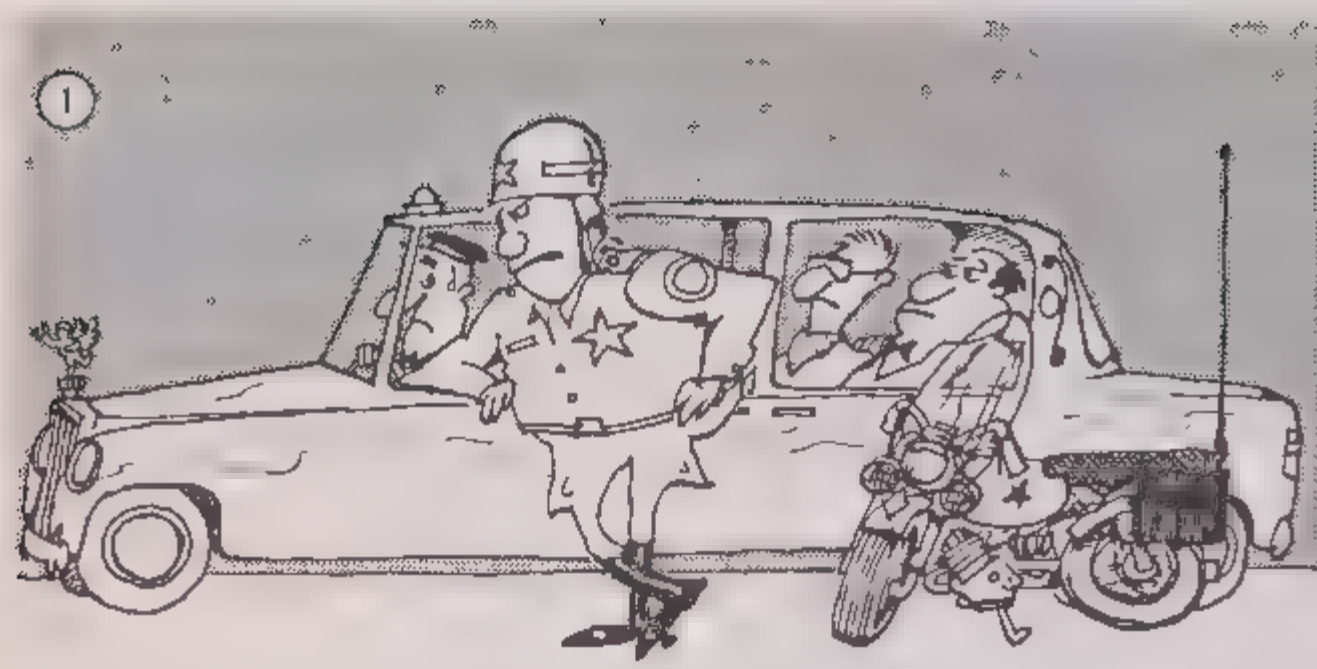
PP CLARKE
CPA
ACCOUNTANT
J.F PUTNAM
PRODUCER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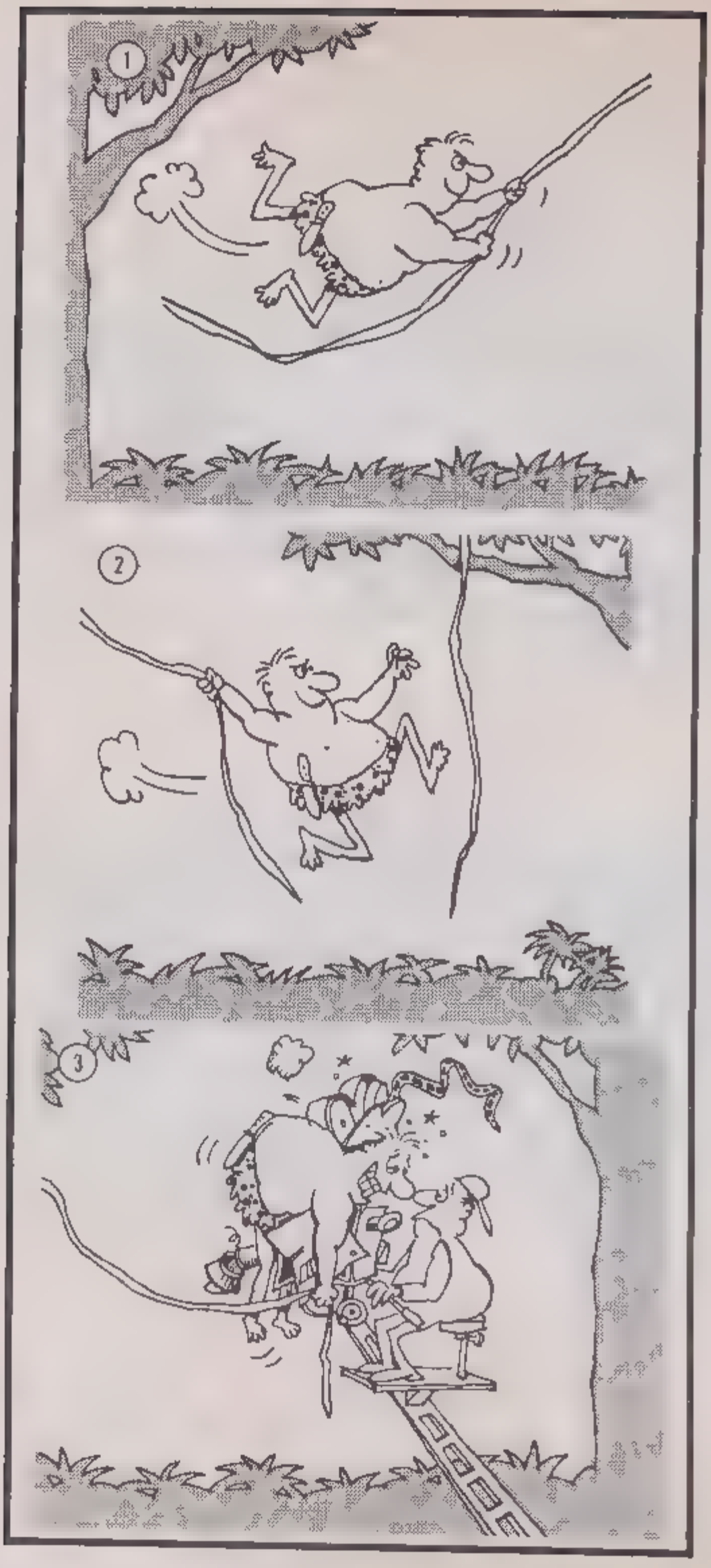
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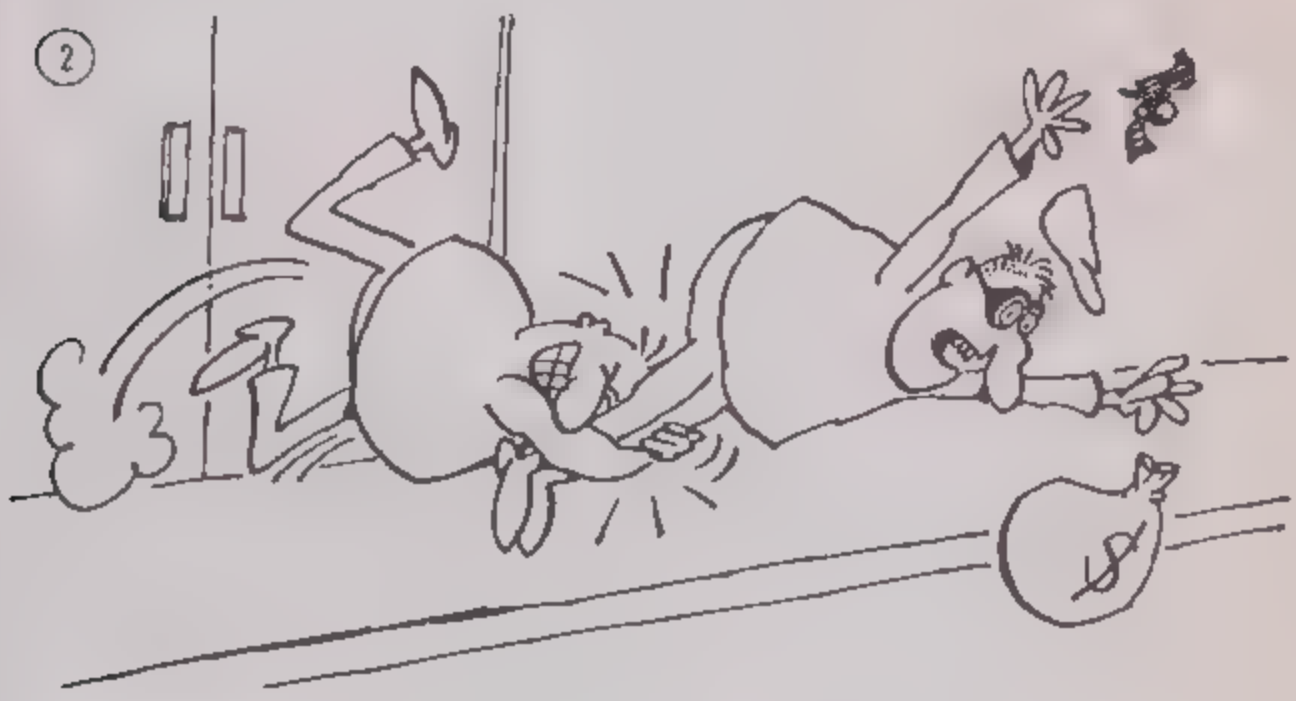
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BANK

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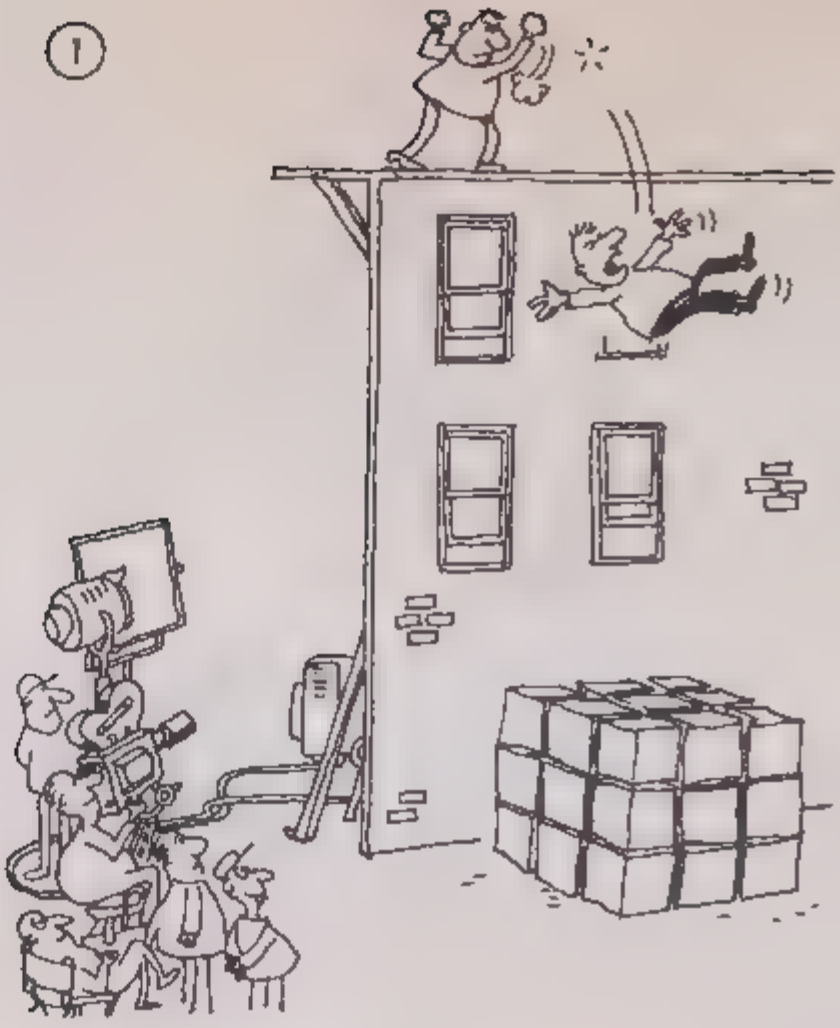
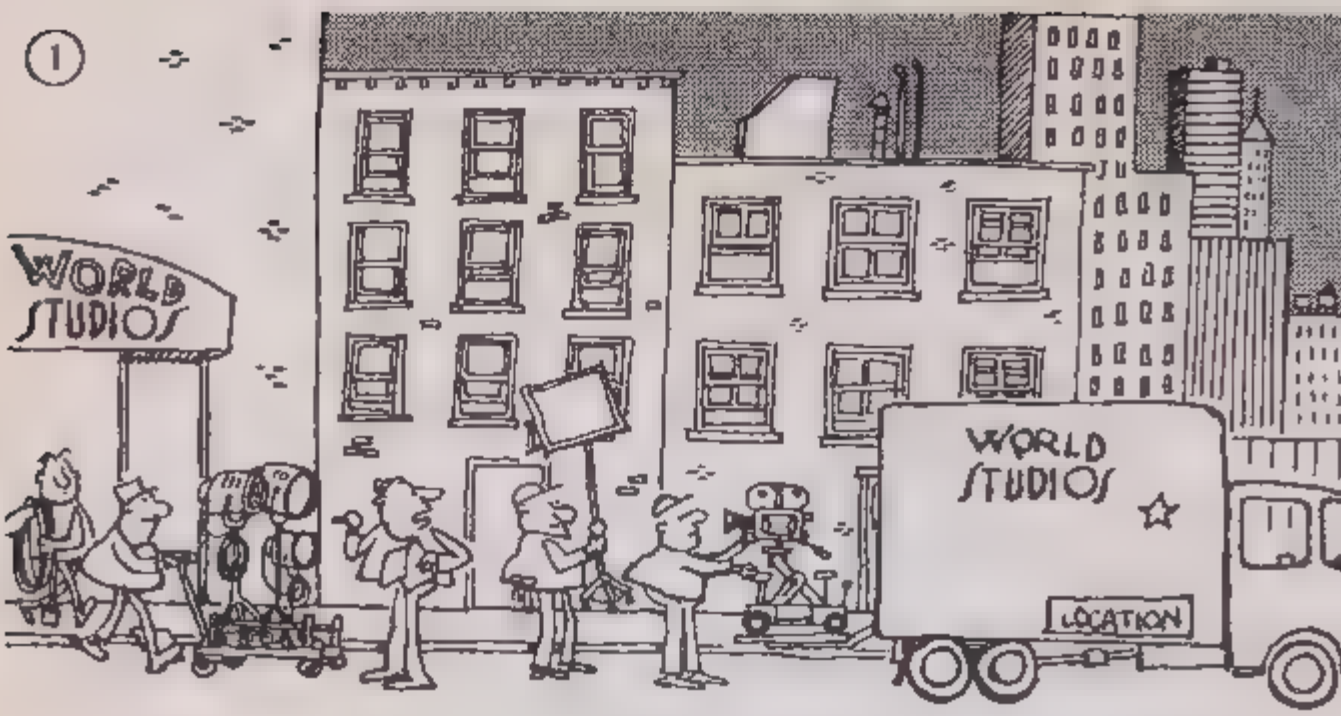


2
CRASH!!

3
PIPES
PIPES

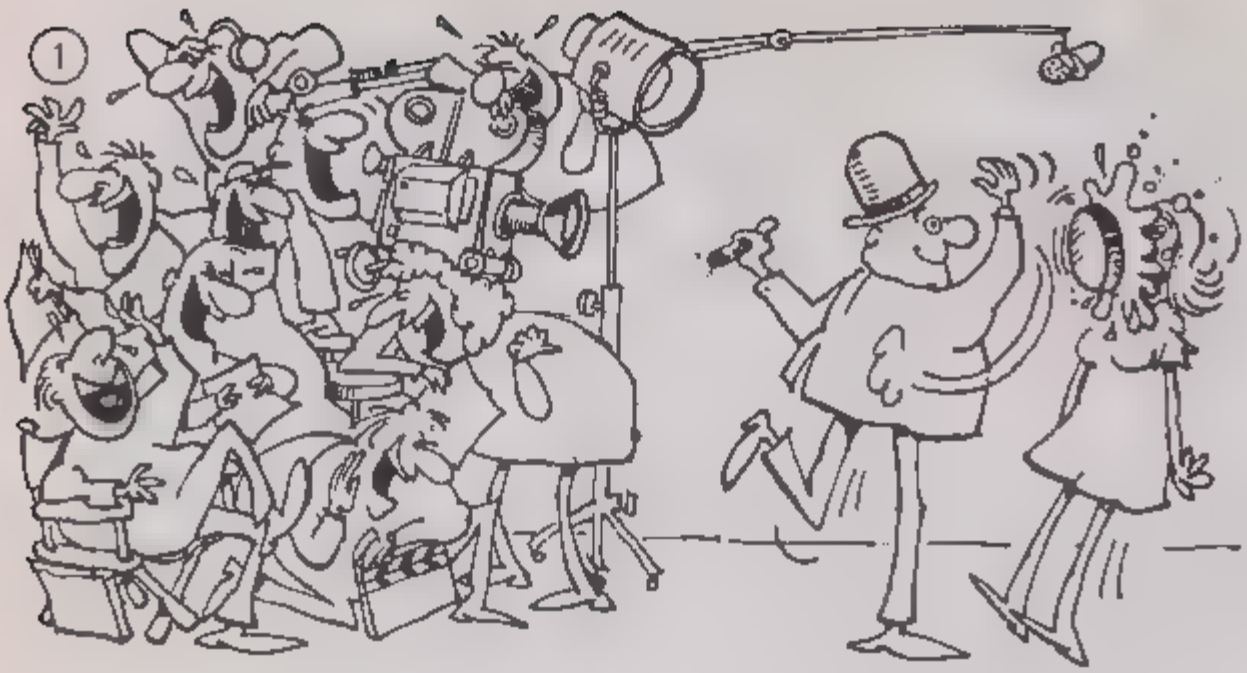

1
WORLD STUDIOS
WORLD STUDIOS
LOCATION

2
WORLD STUDIOS
LOCATION

3

4

STUDIO CAFETERIA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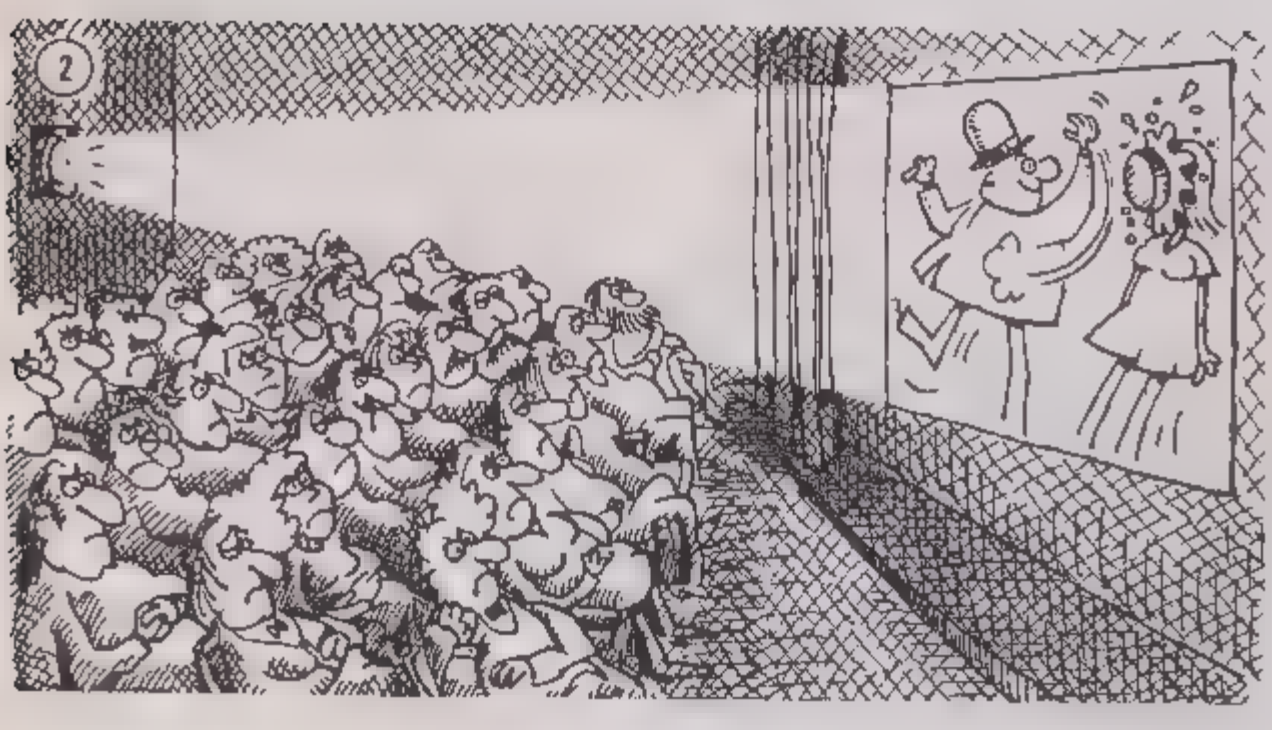
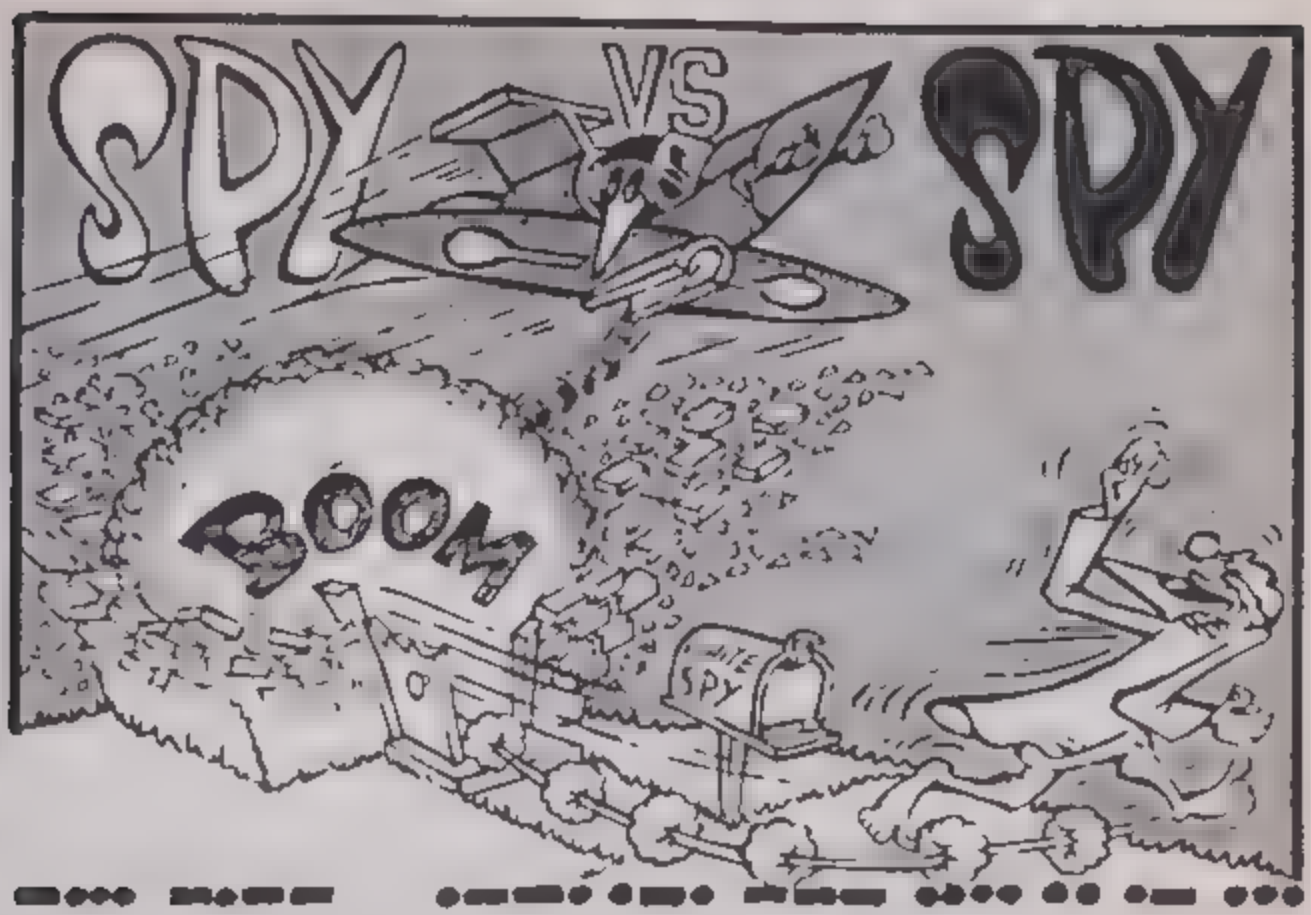
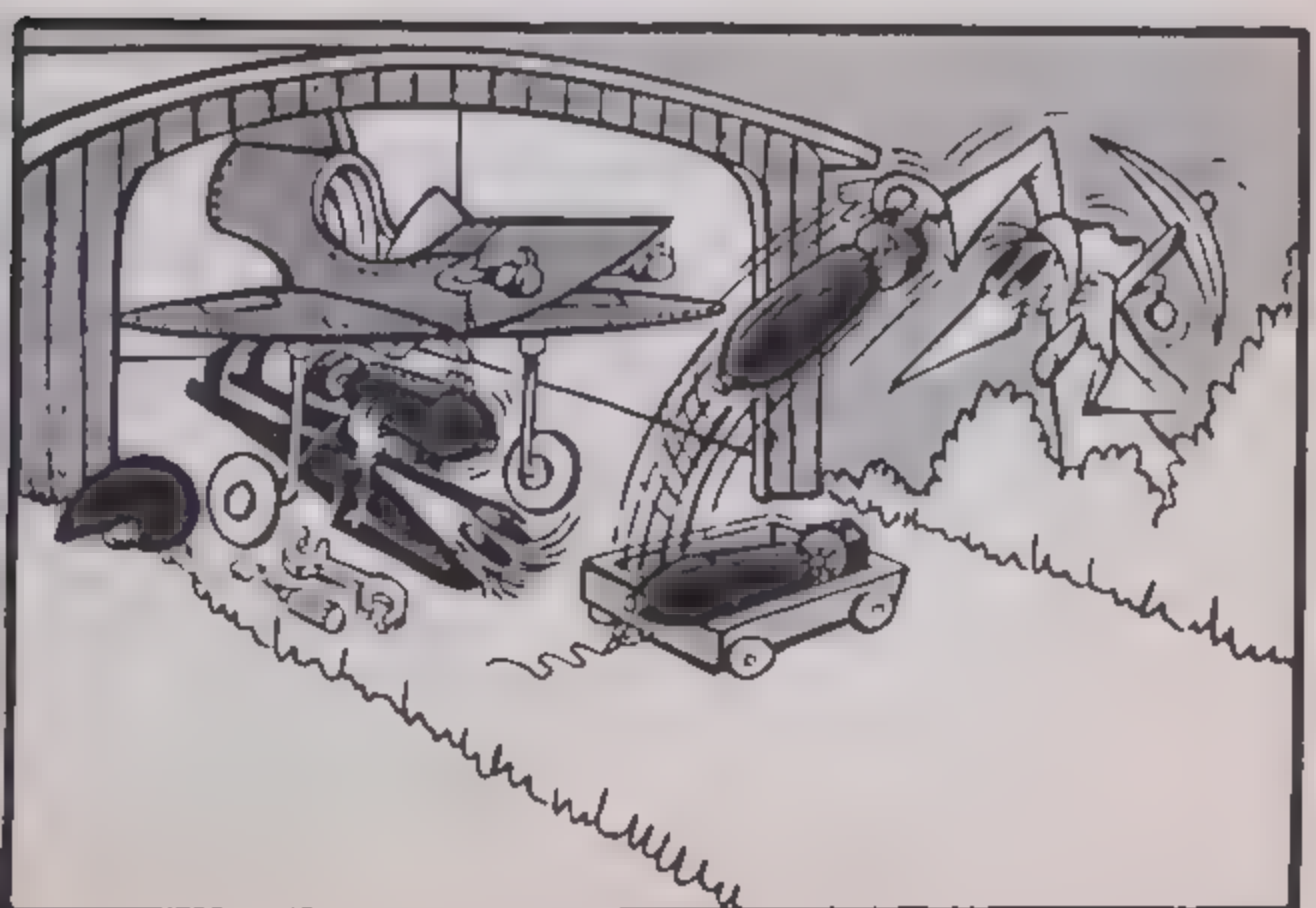
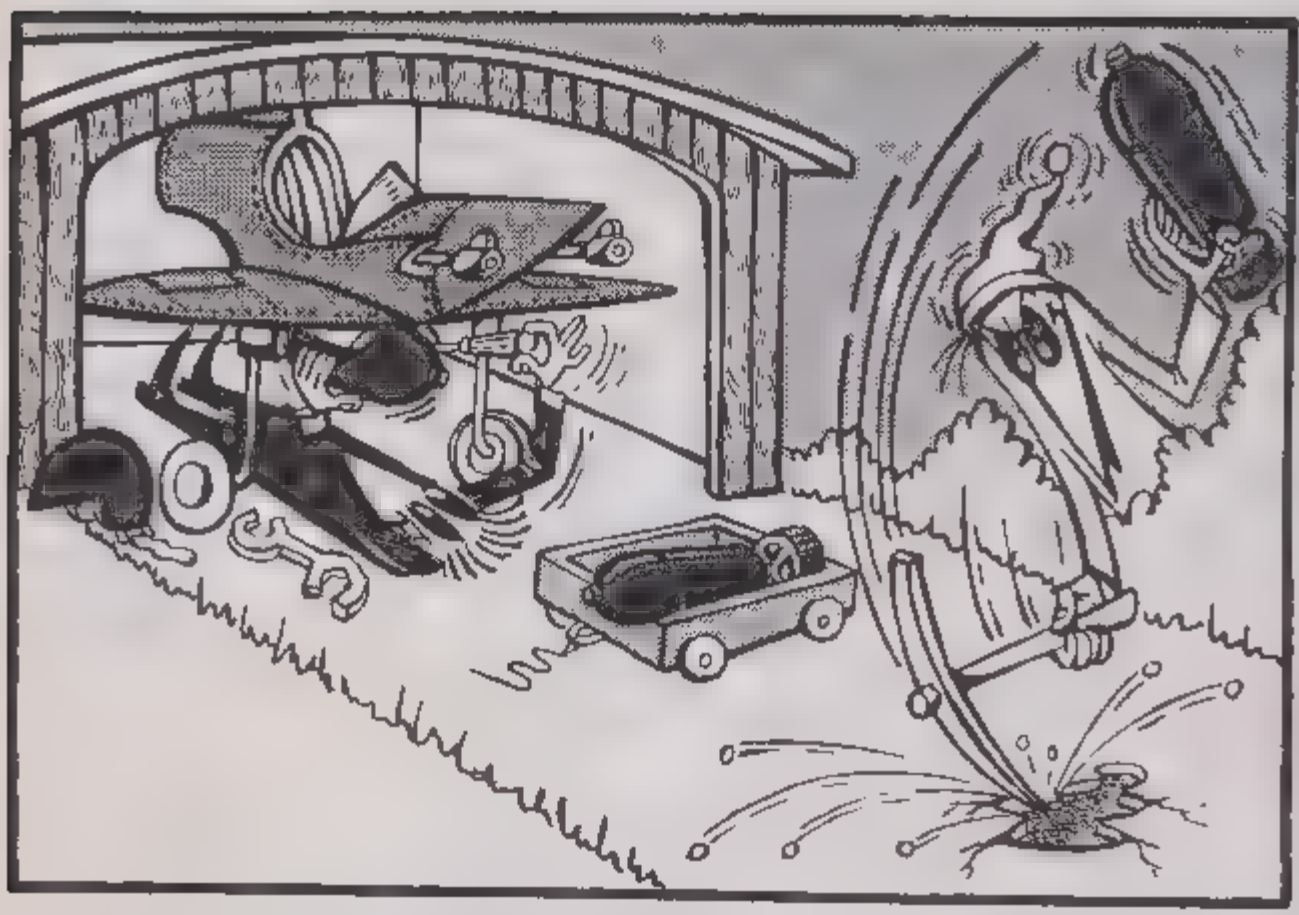
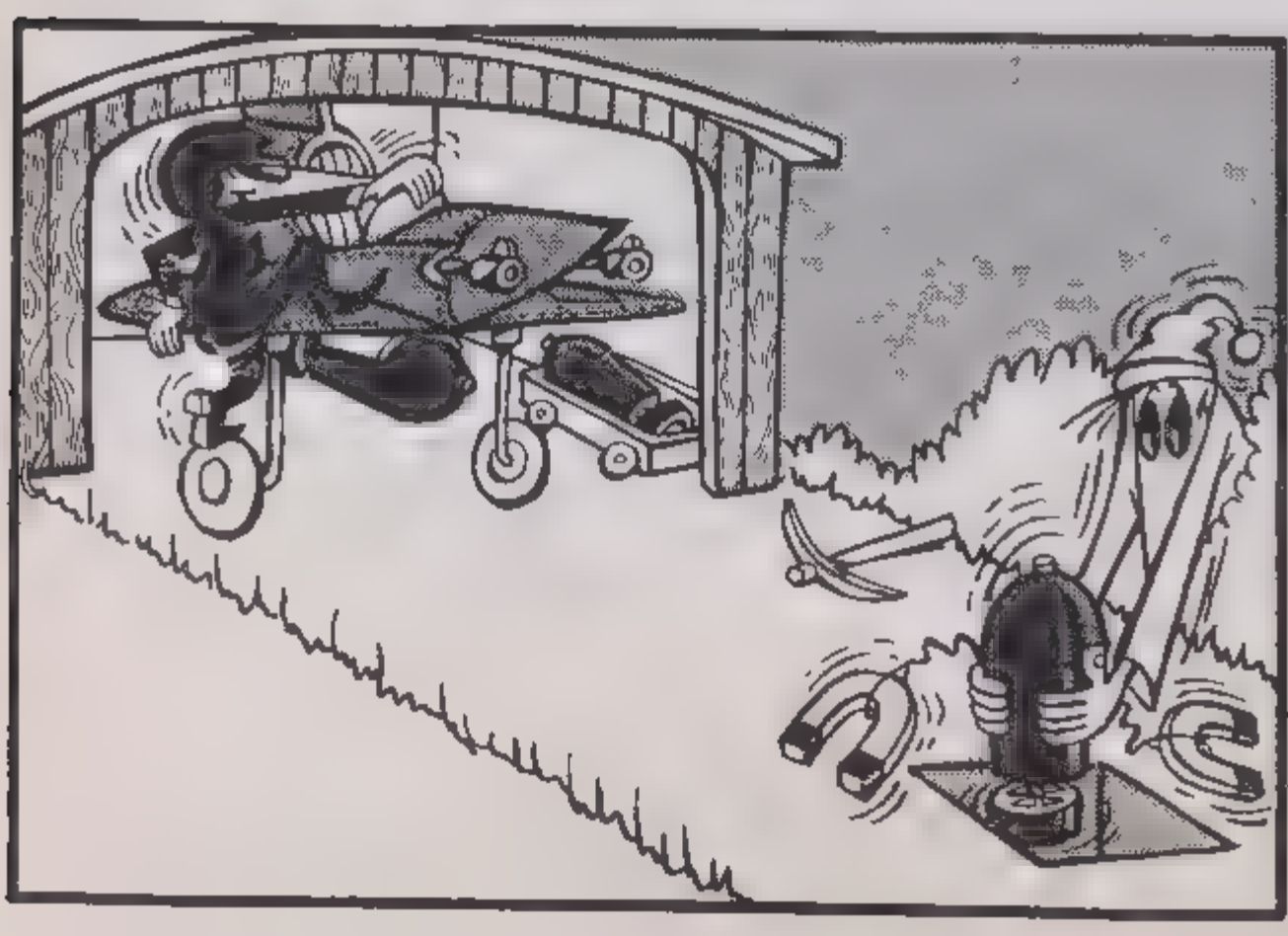

2

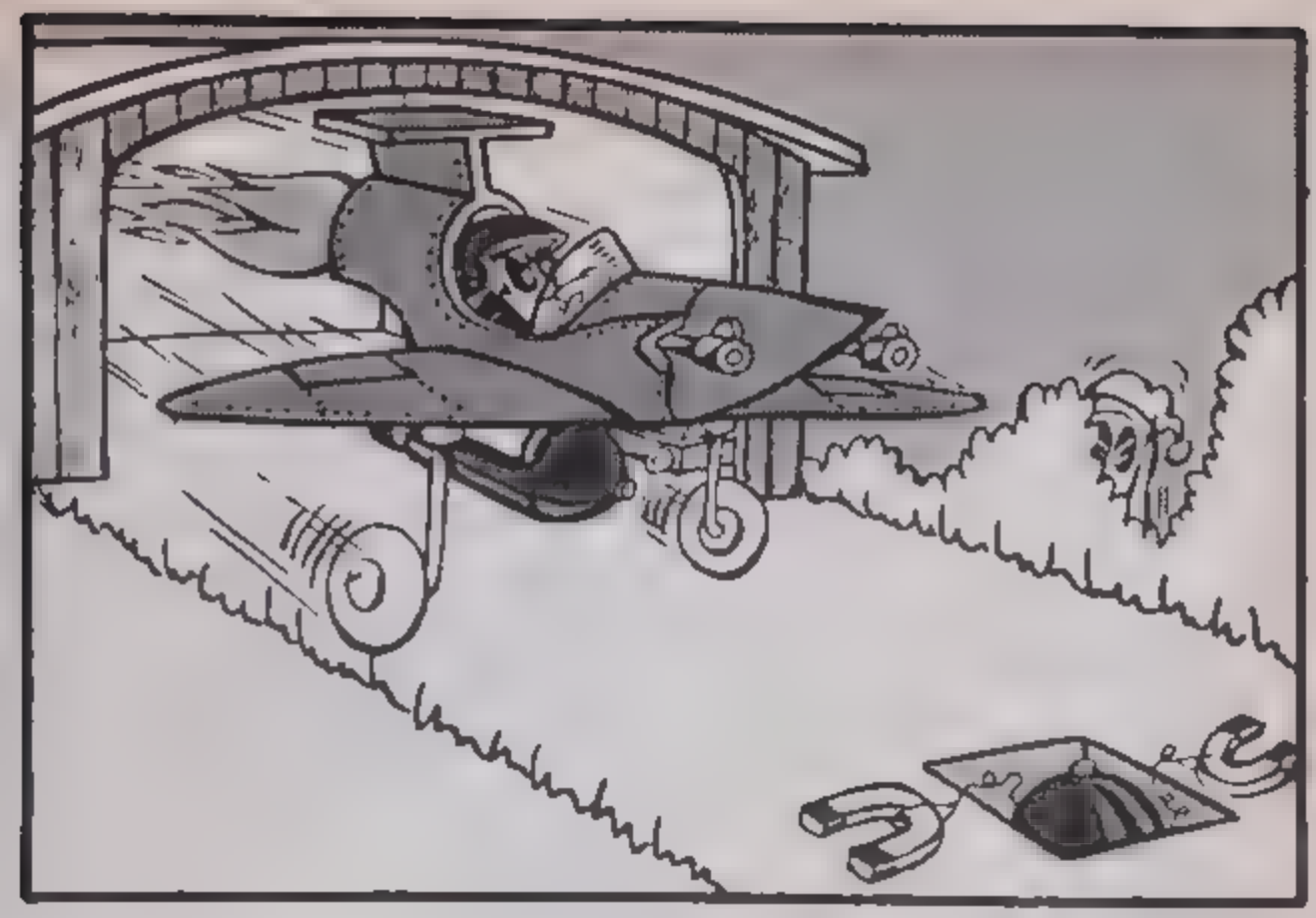
JOKE AND DAGGER DEPT.

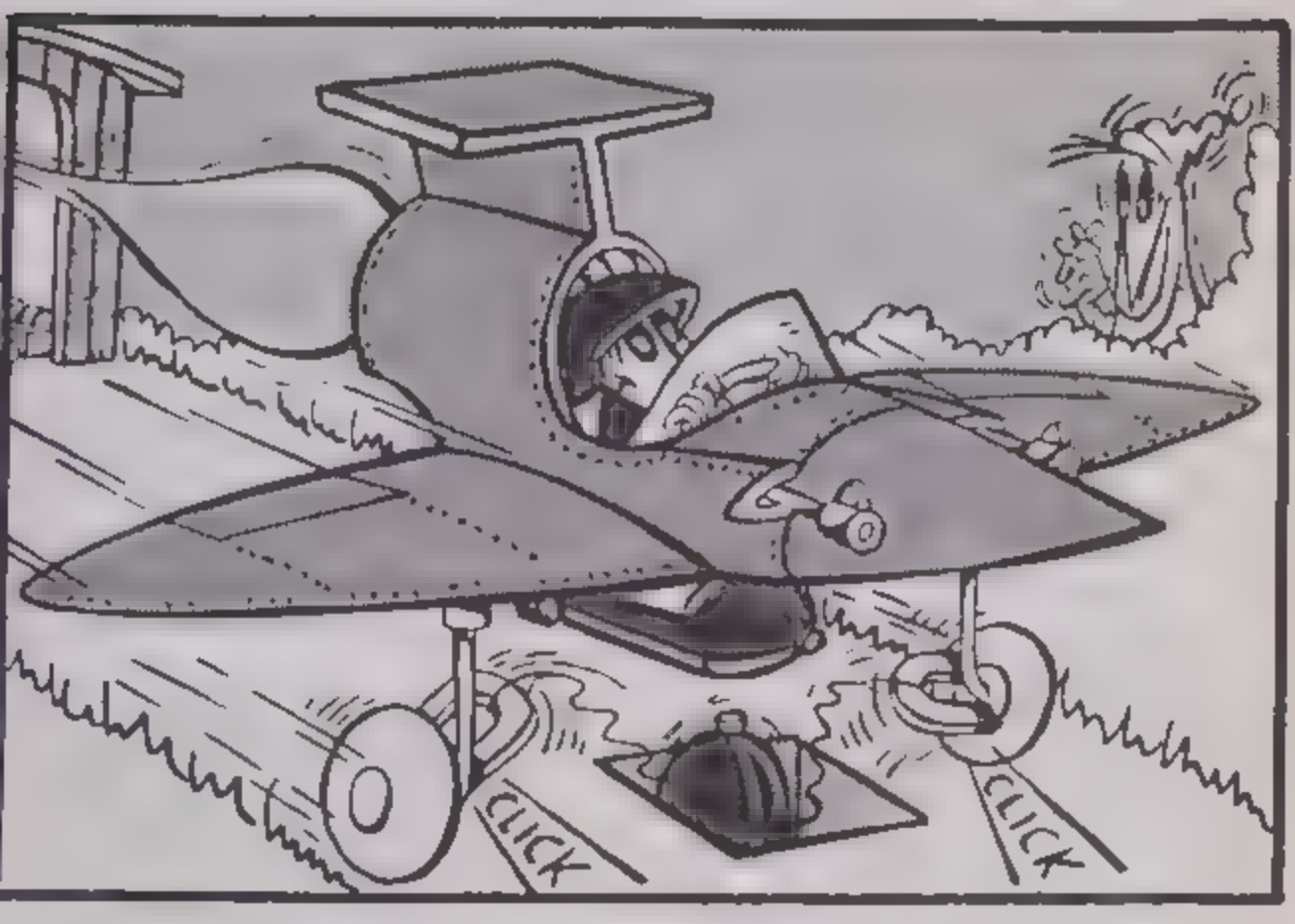


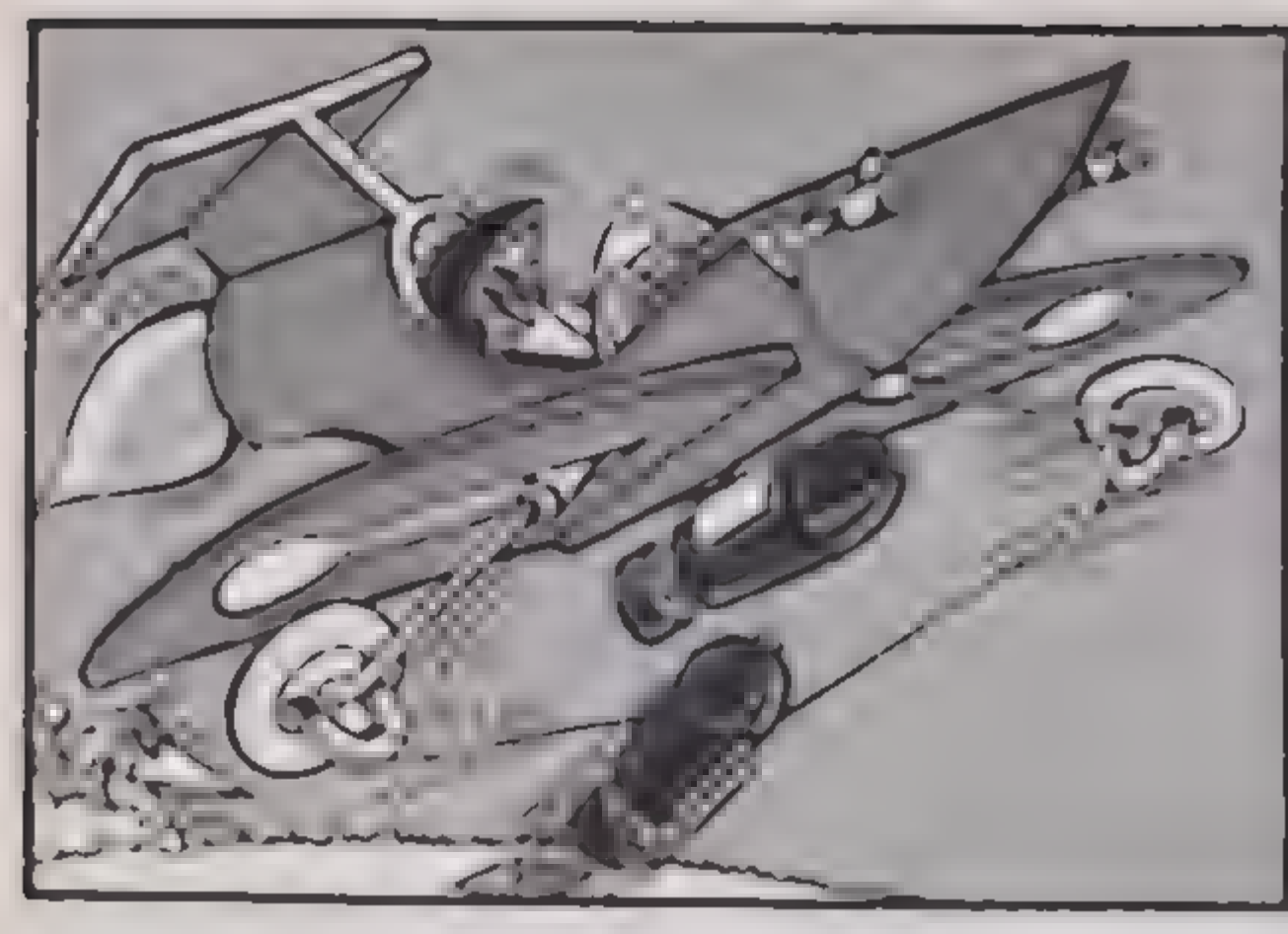


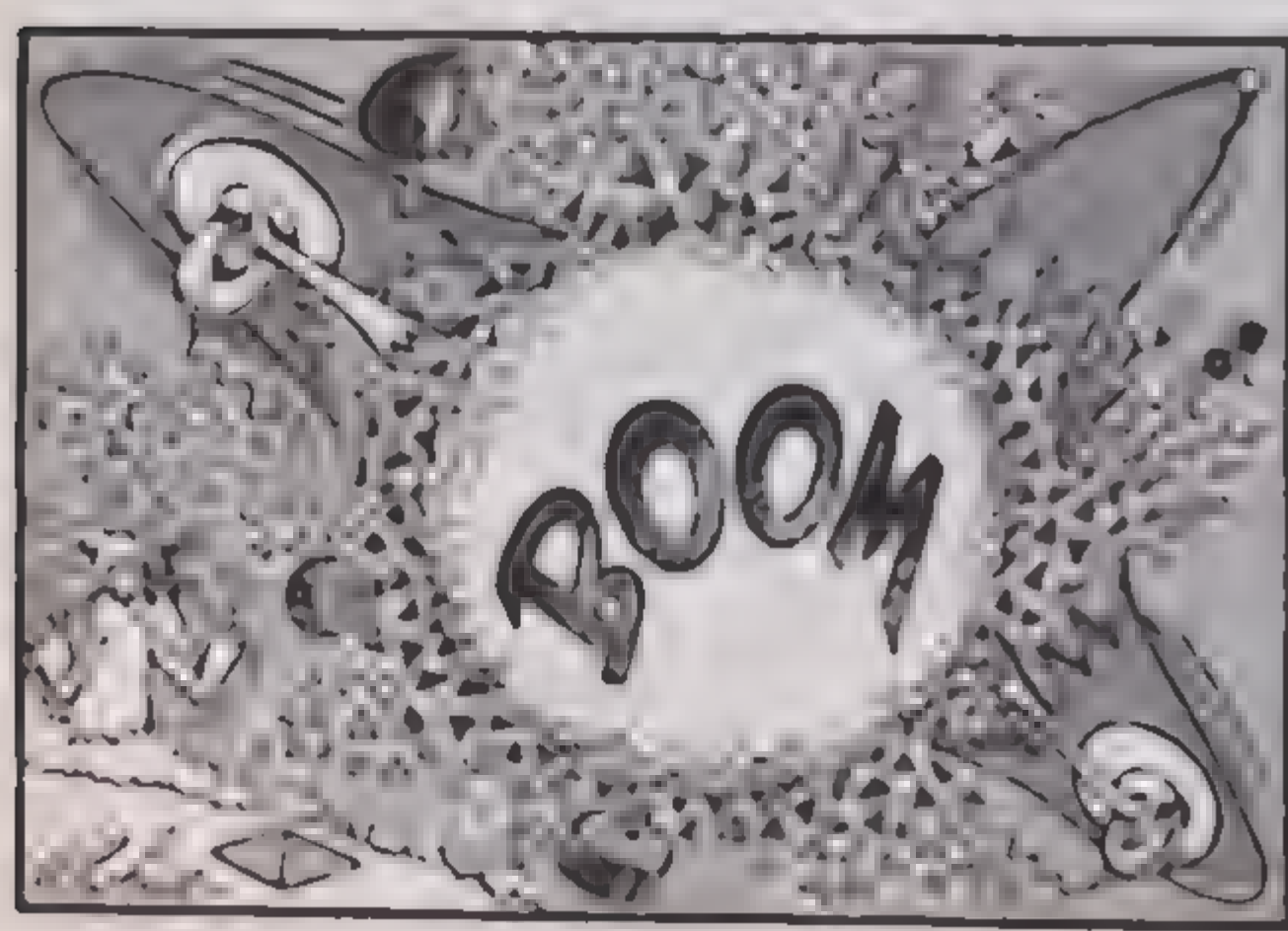







CLICK
CLICK



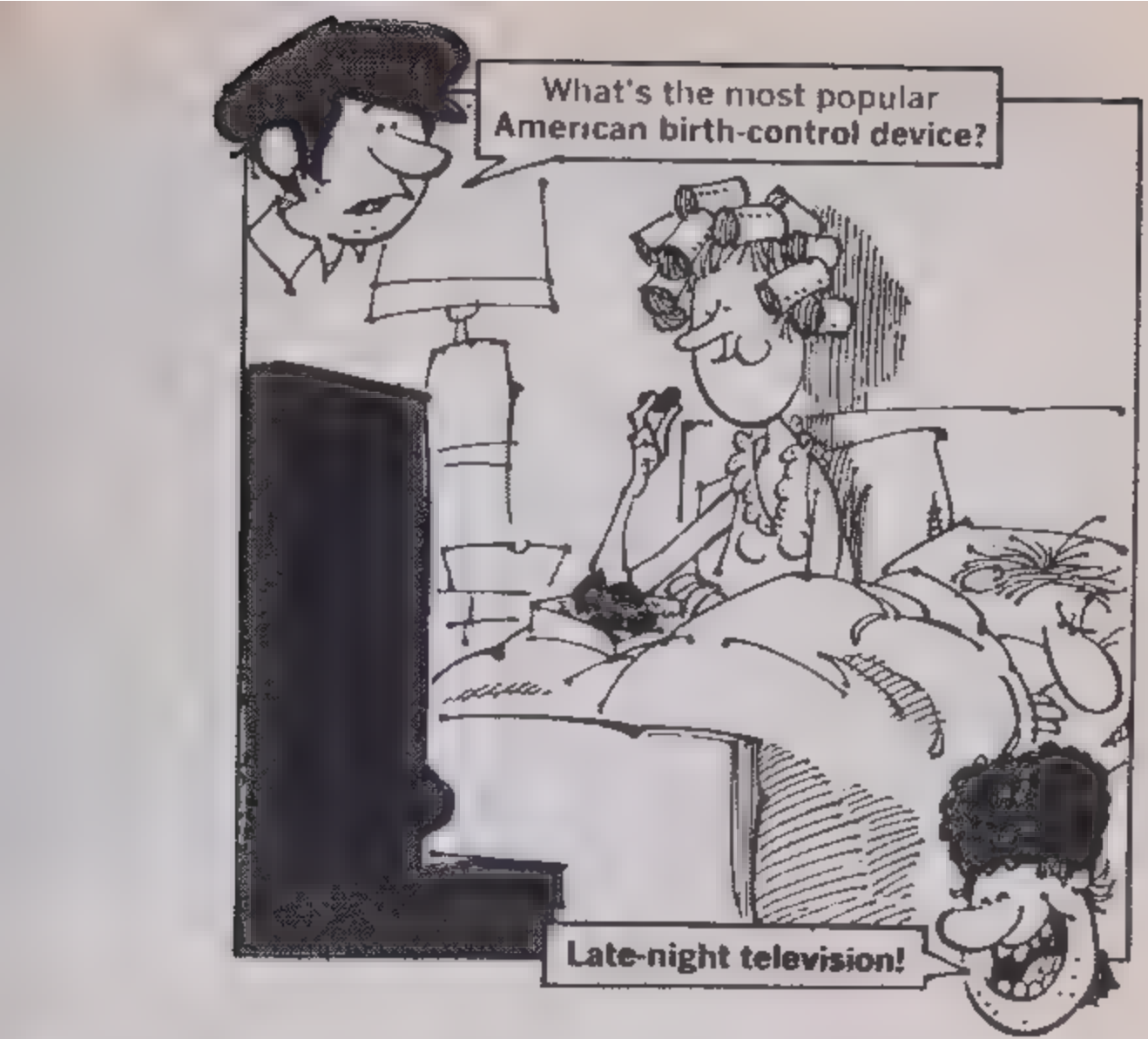

BOOM

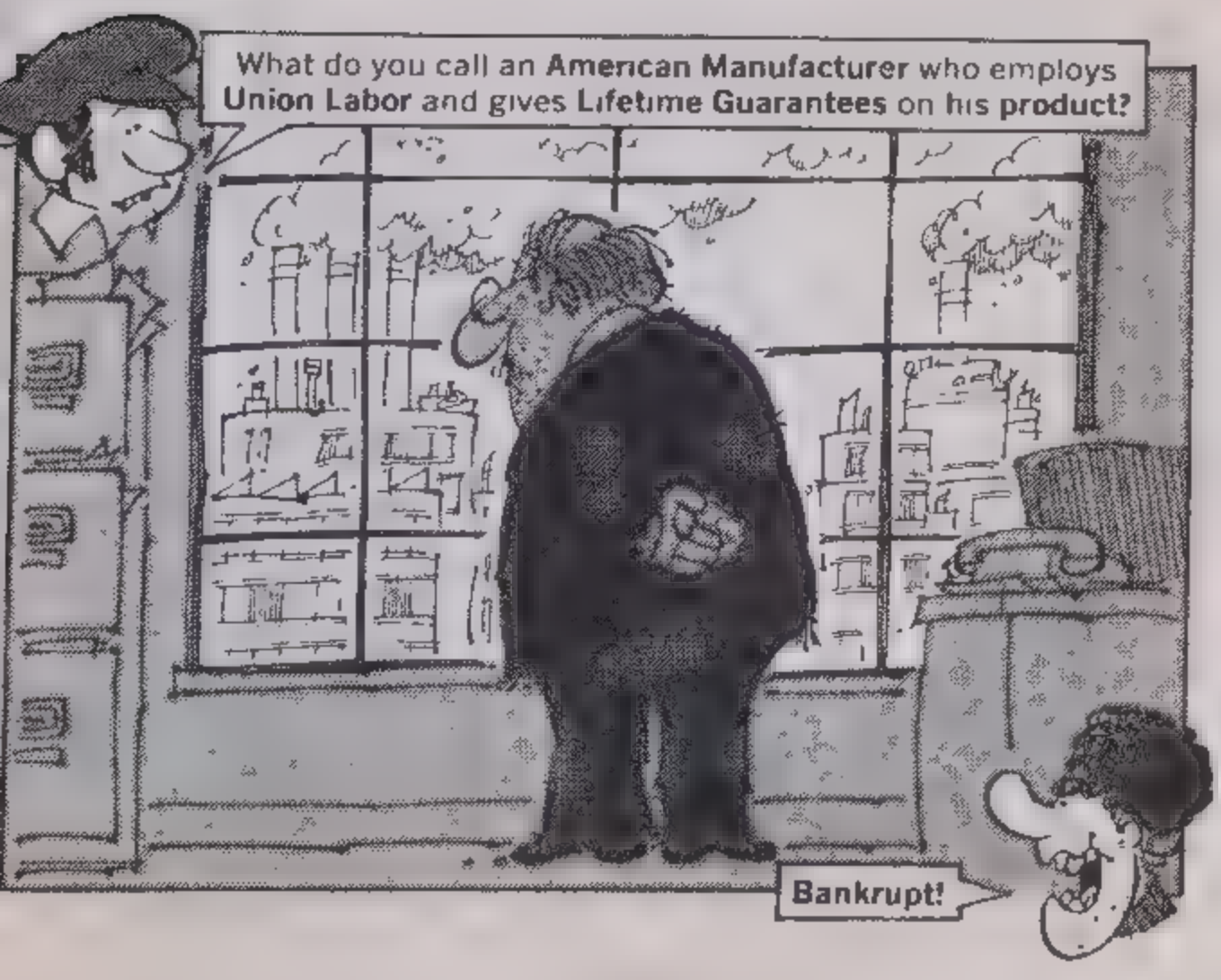
A couple of issues back, we suggested that those "Polish Jokes" you've been breaking up over (. . . that show how stupid Poles are supposed to be!) can't even compare to the "American Jokes" they're telling in Poland (. . . that show how stupid Americans really are!). As a result, MAD has gained many thousands of new fans . . . mainly in Warsaw, Krakow, Lodz and Wladyshawowa! Now, to please all our new-found, intelligent, discerning friends, here are

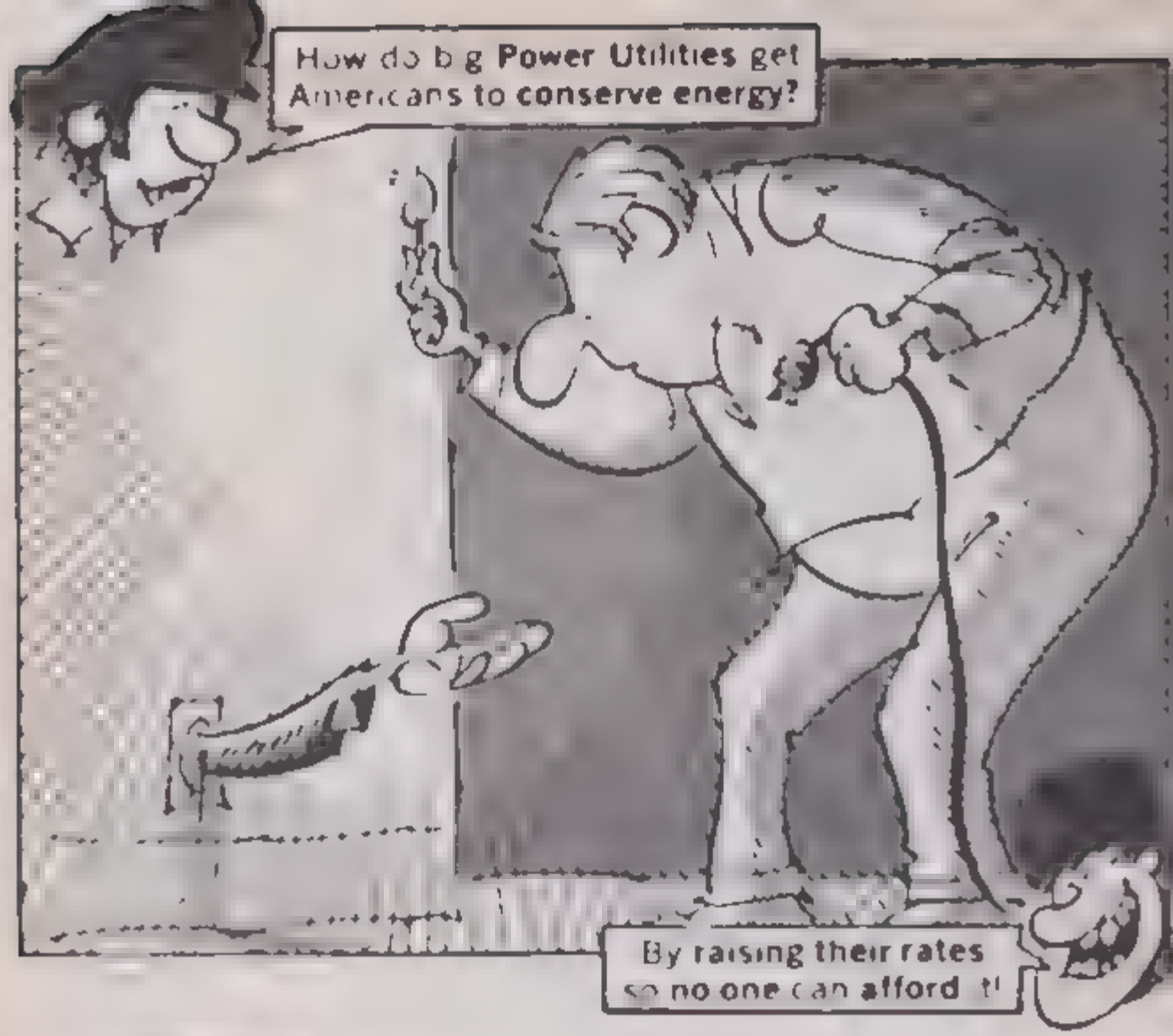
MORE AMERICAN JOKES THEY'RE TELLING IN POLAND

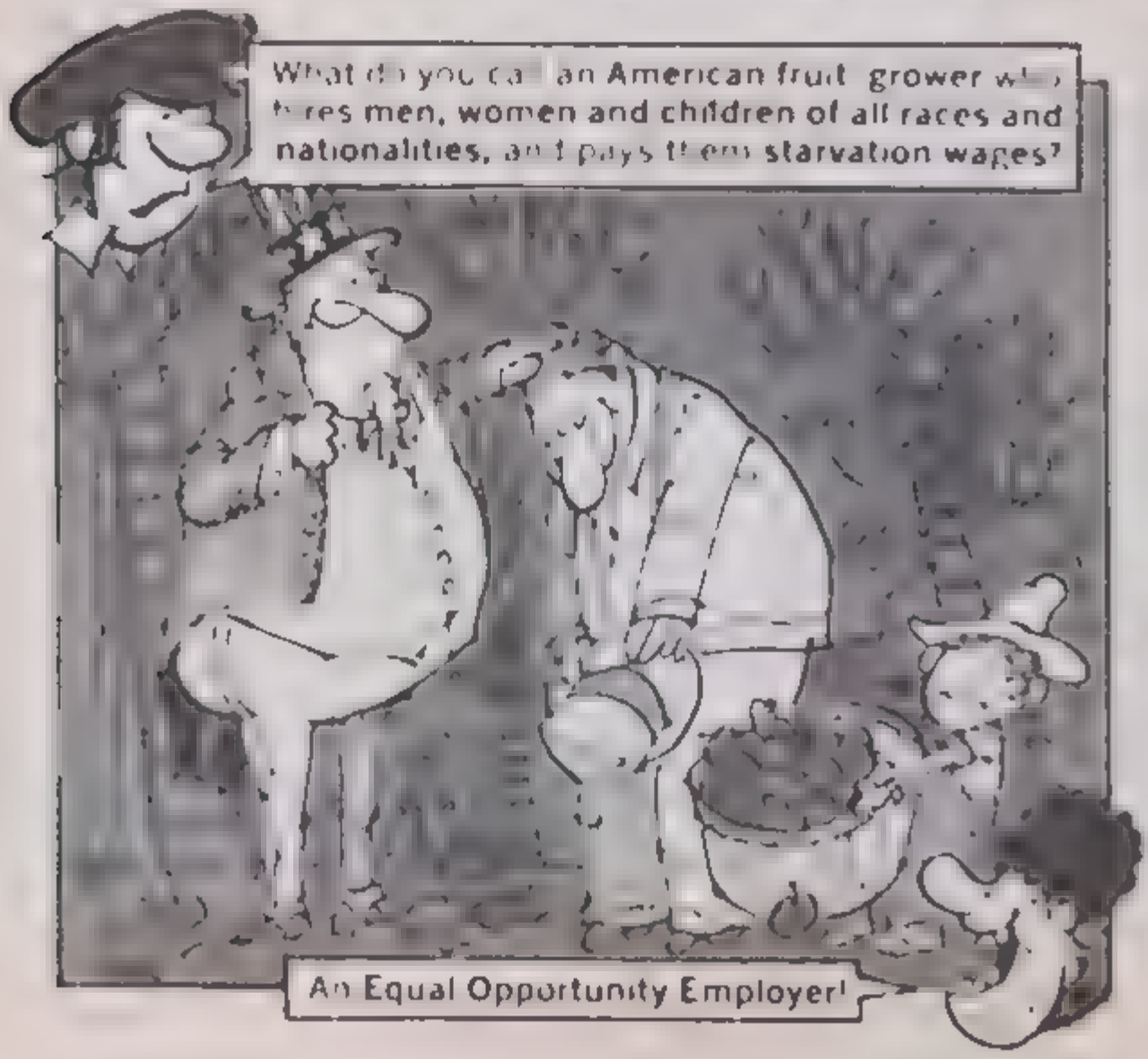
ARTIST: PAUL COKER, JR.
WRITER: FRANK JACOBS

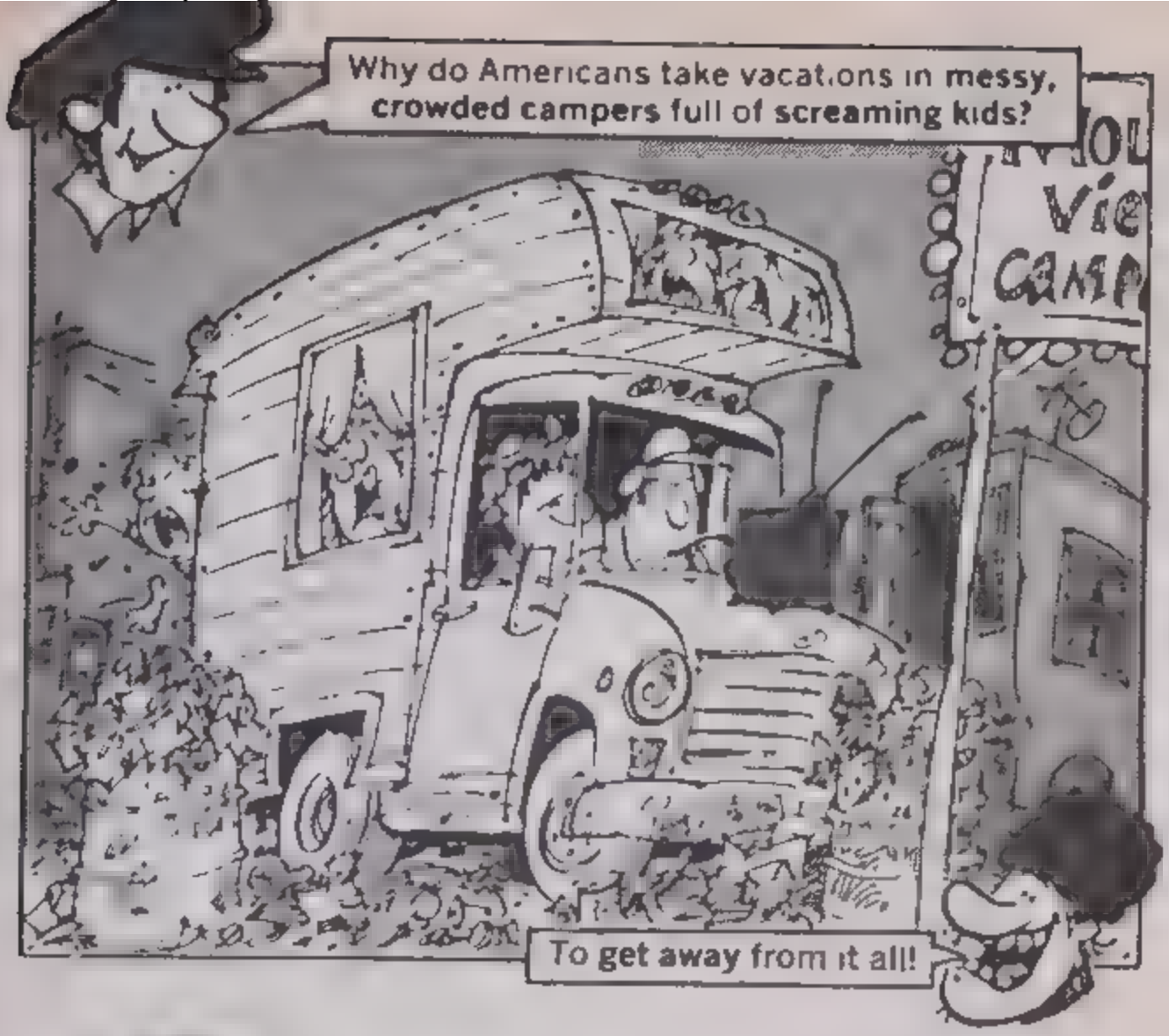
A skilled worker!
So the kid can explain what's going on to him!

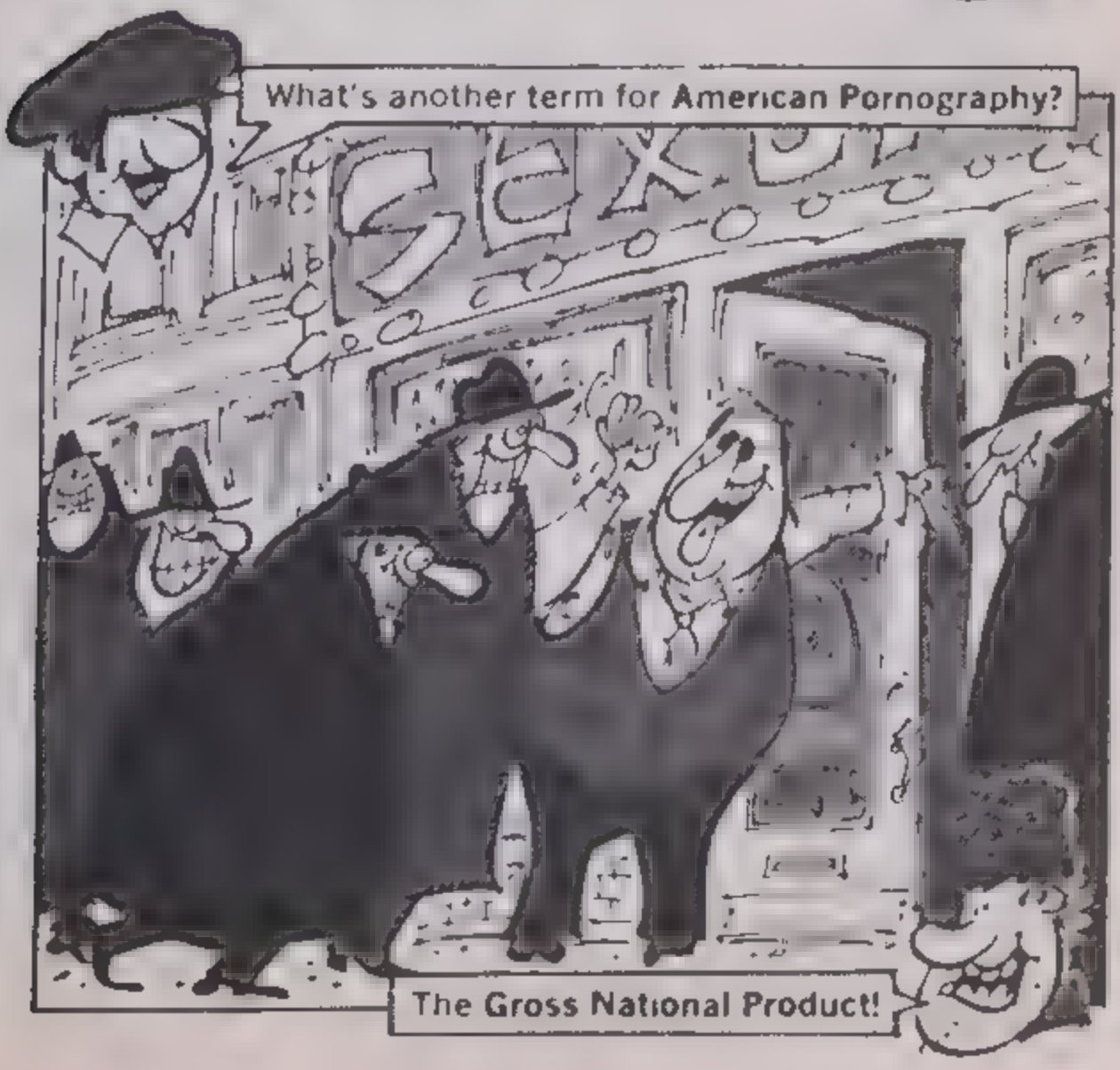

What's the most popular American birth-control device?
Late-night television!


What do you call an American Manufacturer who employs Union Labor and gives Lifetime Guarantees on his product?
Bankrupt!


How do big Power Utilities get Americans to conserve energy?
By raising their rates so no one can afford it!

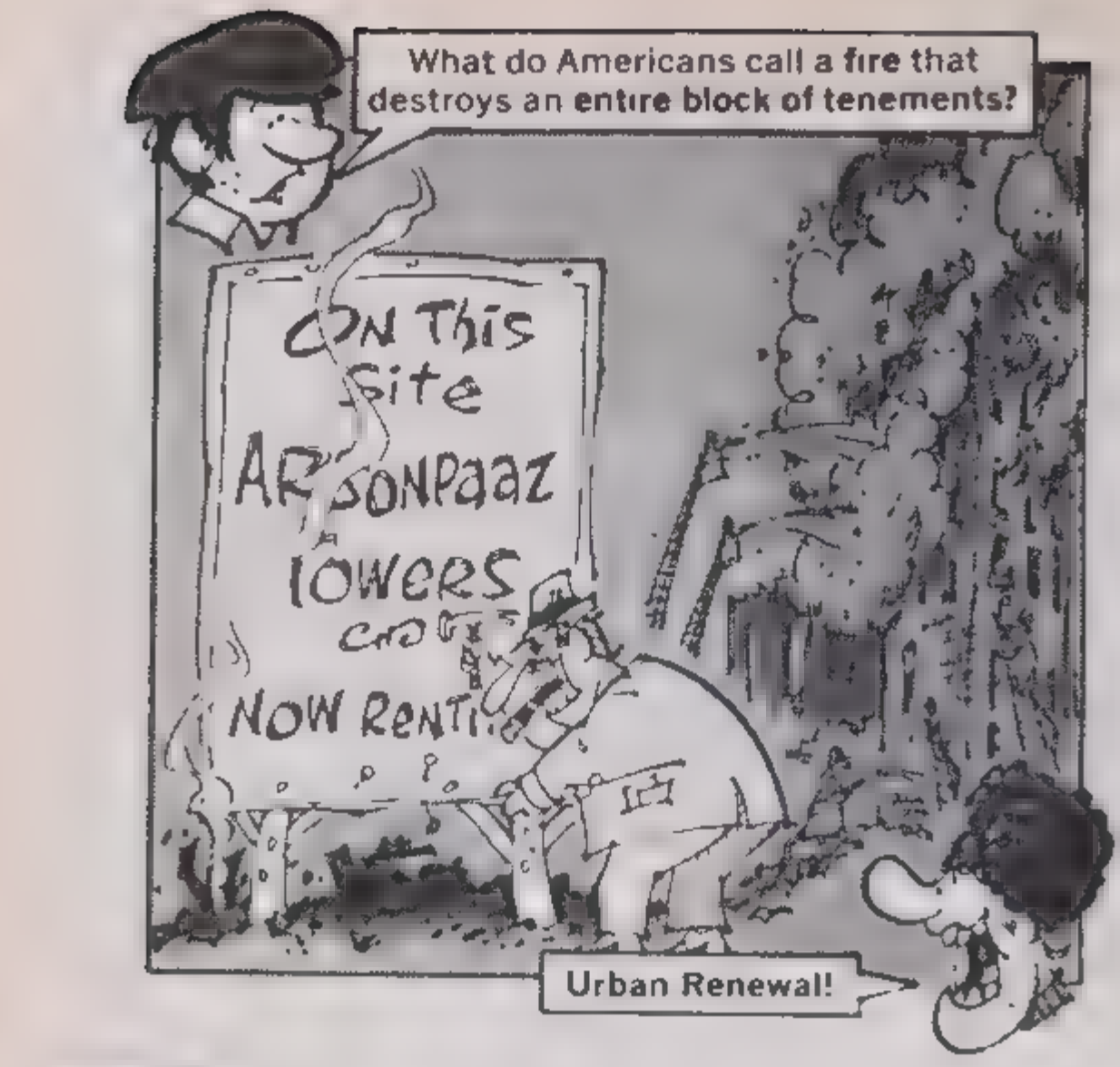

What do you call an American fruit grower who hires men, women and children of all races and nationalities, and pays them starvation wages?
An Equal Opportunity Employer!

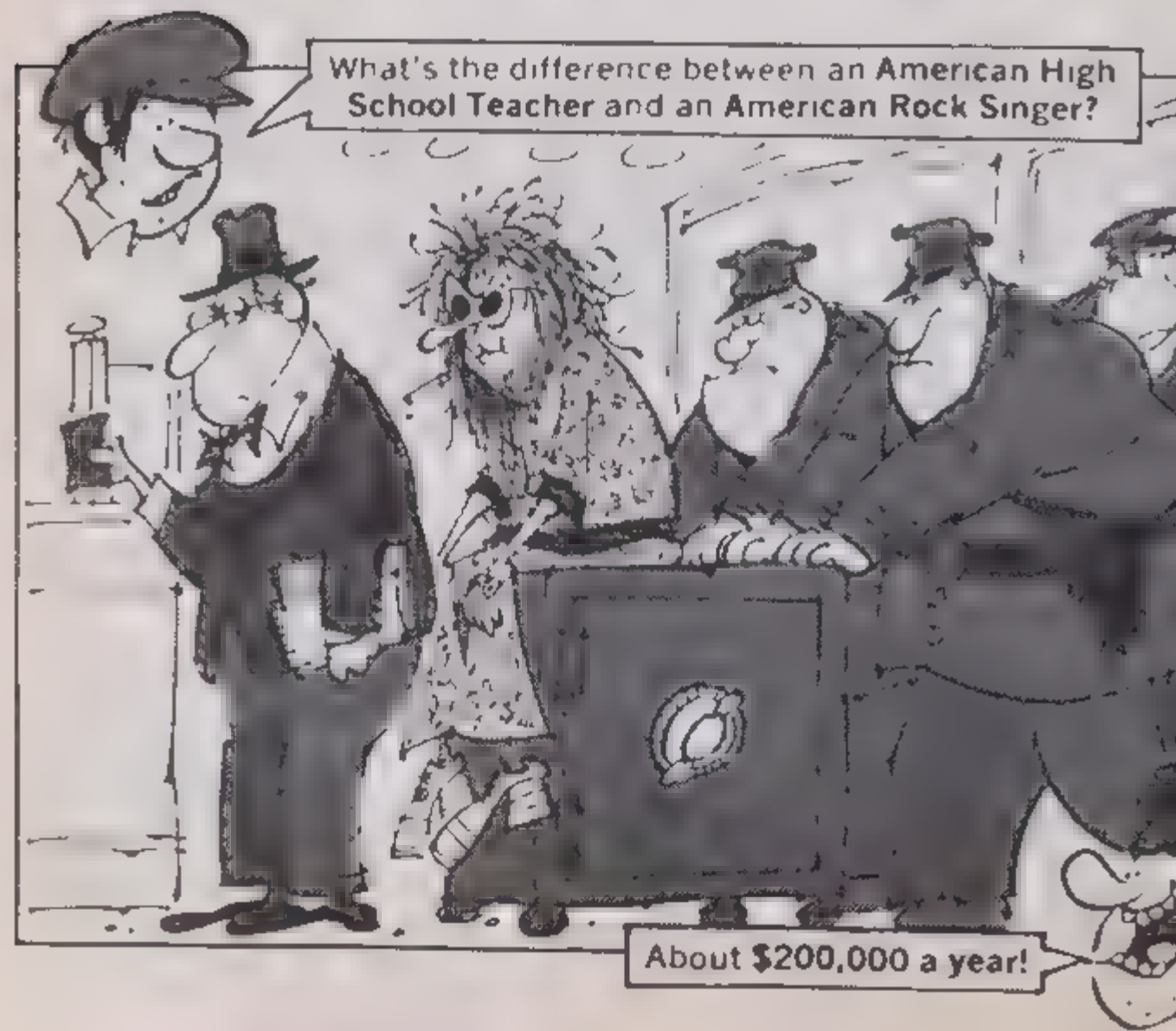

Why do Americans take vacations in messy, crowded campers full of screaming kids?
To get away from it all!

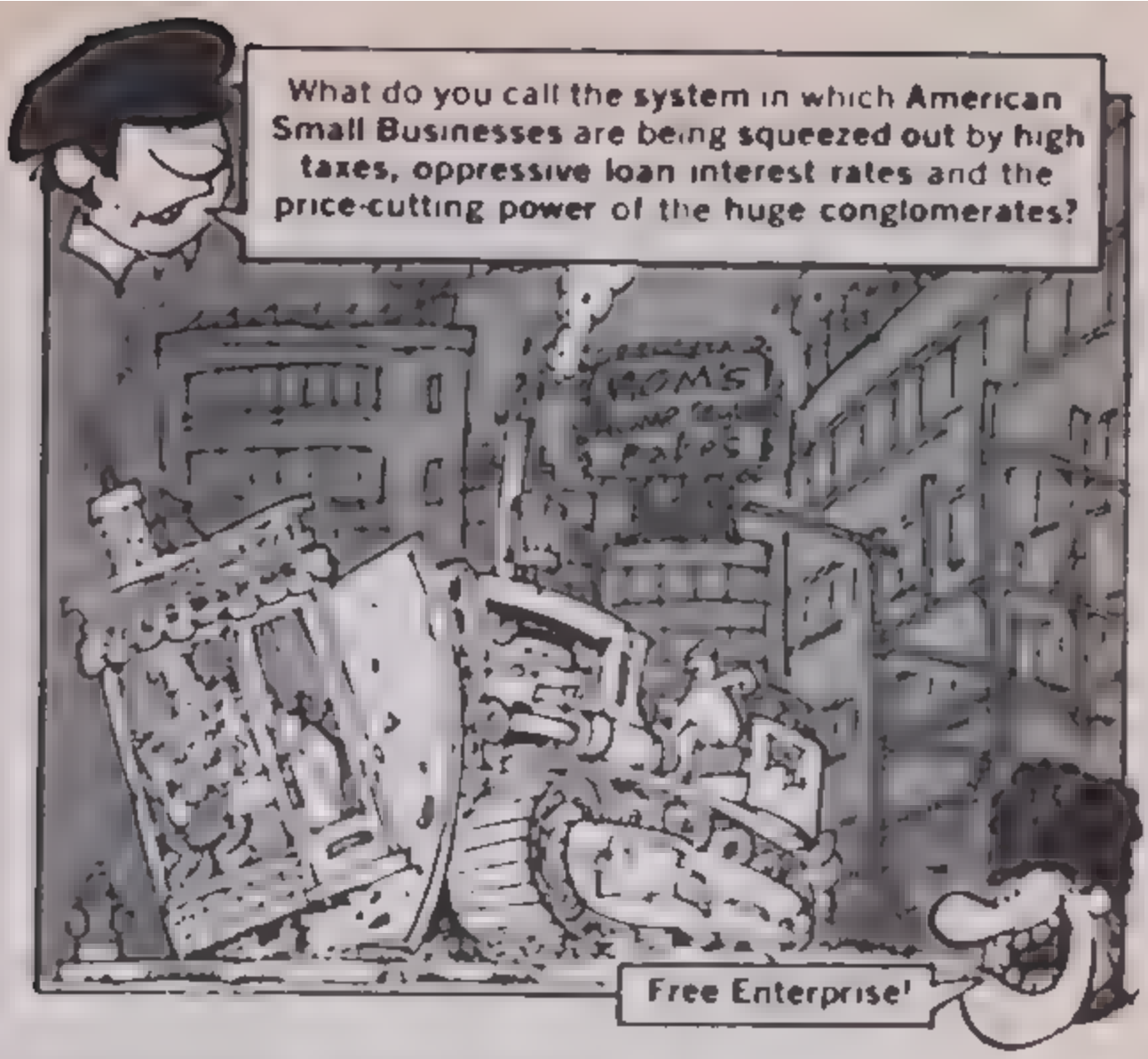

What's another term for American Pornography?
The Gross National Product!

What do you call an American family that spends 30 percent of its income on food?
Undernourished!
Why do Americans put their money in long term savings accounts that pay 7½ percent interest?
To stay even with inflation!

A mugger!
Malpractice!


What do Americans call a fire that destroys an entire block of tenements?
ON This Site
AR SONPaaz
lOWERS
NOW RenTi
Urban Renewal!


What's the difference between an American High School Teacher and an American Rock Singer?
About $200,000 a year!

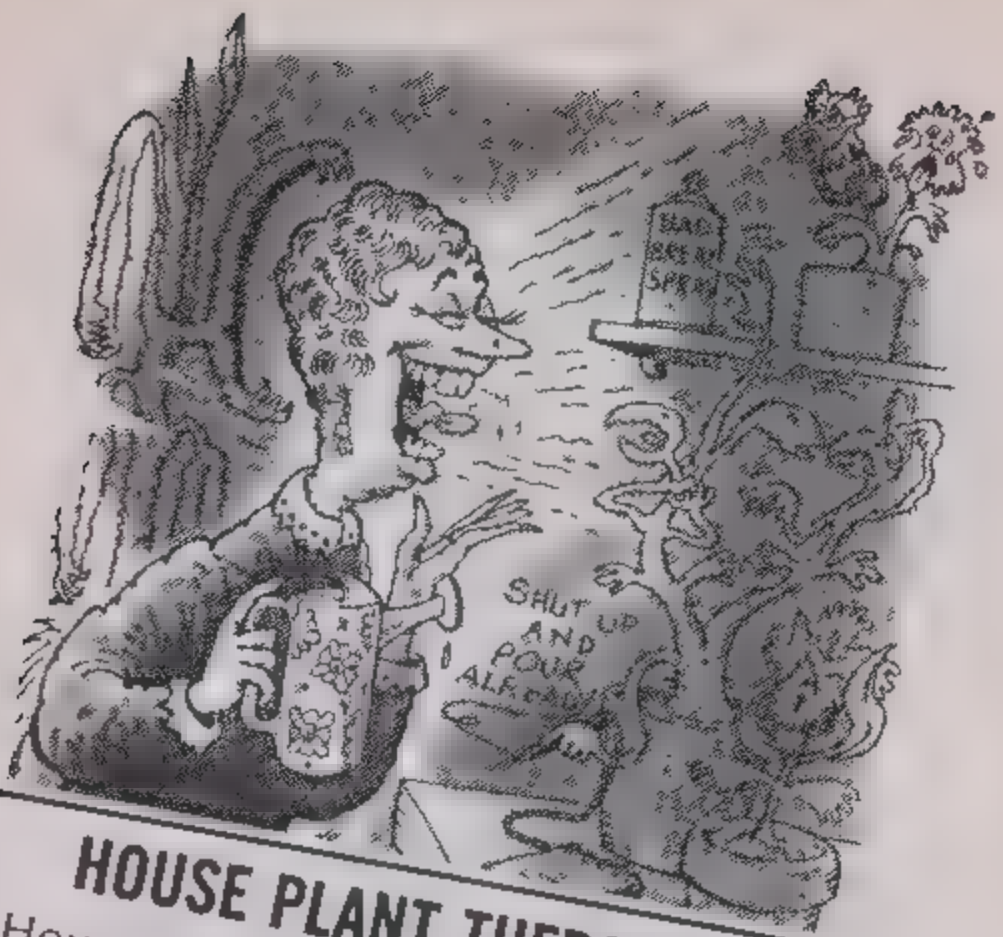

What do you call the system in which American Small Businesses are being squeezed out by high taxes, oppressive loan interest rates and the price-cutting power of the huge conglomerates?
Free Enterprise!

What do the numbers 1492 and 1976 have in common?
They're adjoining rooms in the Warsaw Hilton!
Hey, that's not an "American Joke"! That s a "Polish Joke"!
That's true! Except . who do you think OWNS the hotel?!

HIRE ASPIRATIONS DEPT.

Are you struggling with the problem of what career you should pursue when you grow up (and stop reading this childish trash)? Well there are hundreds of exciting new fields developing all the time! F'rinstance, here's . . .

A MAD LOOK AT SOME EXCITING NEW JOB OPPO



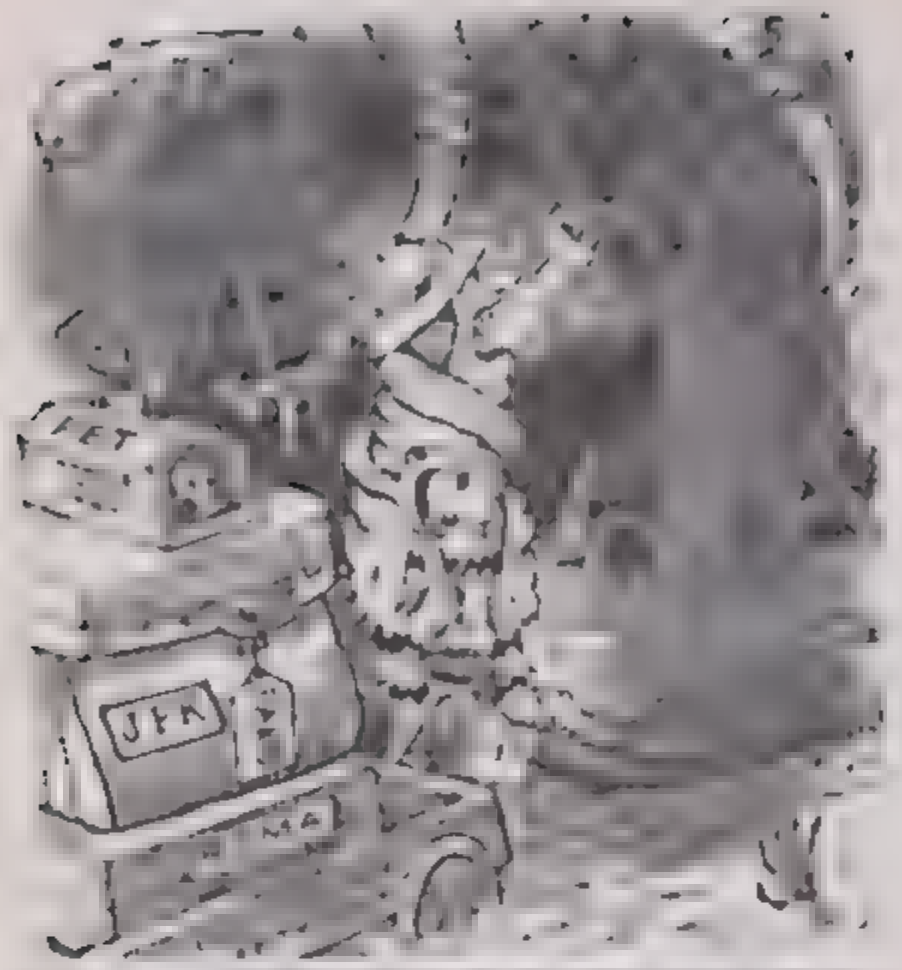
HOUSE PLANT THERAPISTS

House plant fanciers who are finding it difficult to carry on conversations with their beloved plants are hiring our experts to do their talking for them. If you have the gift of gab, not to mention a large amount of Carbon Dioxide in your breath, a well-paid, exciting career awaits you with us.

PROXY PLANT PALAVERS, INCORPORATED
West Babbling Brook, Pennsylvania

RTUNITIES

ARTIST . AL JAFFEE WRITER: PAUL PETER PORGES



LOST LUGGAGE TRACERS

LOST AIRLINE BAGGAGE INSURANCE CORP.

Paris London Rome Rio Brooklyn

CITY PET TRAINERS

The voc ferous objections of non pet owners plus the threats of more and more leg slat on, are making it increasingly d ff cult for dog and cat lovers to let their little dears make doo on city streets You can make big money by teaching pets to use bathrooms like everybody else. Successful trainers are in big demand. Earn . . . while you learn our fool poop method.

APPLY: THE DOGGIE DOO AND DON'T CORP.
1 Oomlop Place Moundsville, Ga.

Food Label Information Interpreters

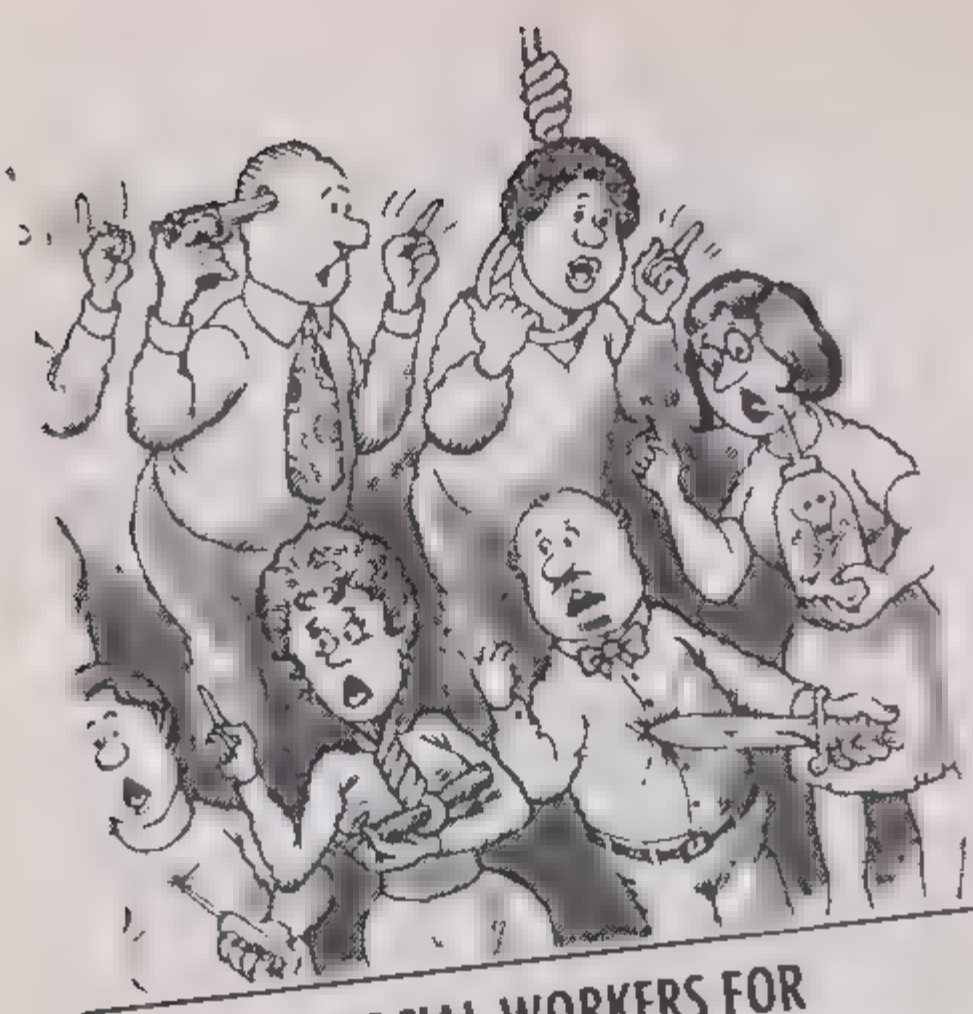
Consumers, confused by today's complicated and tricky food labels are in dire need of assistance. Many Supermarkets are turning to our company, which supplies experts in the highly-skilled art of Food Label Information Interpretation. If you think you can tell whether an 18½ oz. can with a 10-cent credit coupon is a better buy at 87 cents than a 2 pound can at $1.32, we can use you in this exciting new important field.

SUPERMARKET CONSUMER ASSISTANCE CO.
Pennywise St , at Poundfoolish Ave , City

DEEP FREEZE MORTUARY ATTENDENTS

We have openings for the right people who don't mind working in sub-zero temperatures, serving the increasing number of people who are having their remains stored in the many Deep Freeze Mortuaries springing up around the country. A knowledge of Refrigeration Engineering in case of failure is not a necessity! Your salary paid in cold cash.

Apply: TEMPORAL REST CRYOLIC CRYPTS
Birds' Eye and Swanson Sts., Nome, Alaska

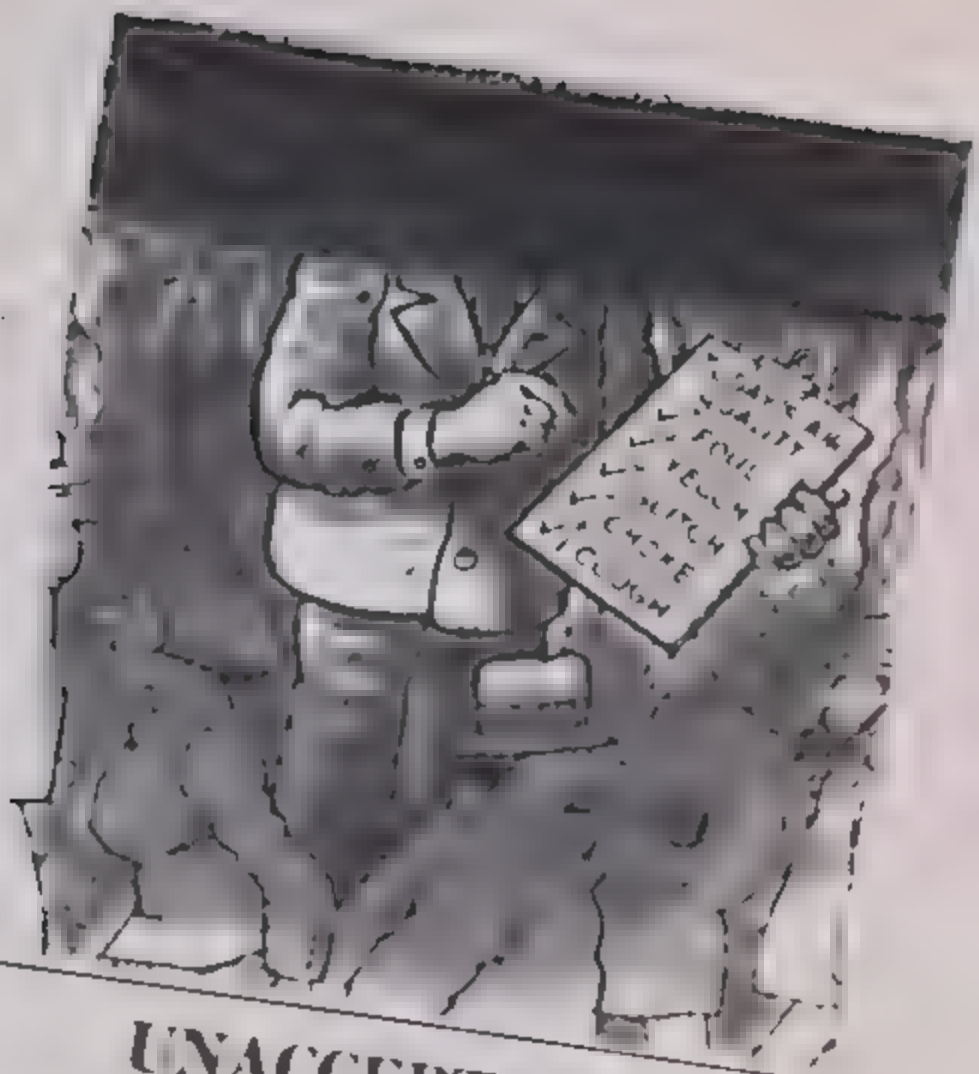


SOCIAL WORKERS FOR UNEMPLOYED SOCIAL WORKERS

We are looking for experienced Social Workers to help us rehabilitate those Social Workers who have been laid off during the recent city budget cuts. So if you are an unemployed Social Worker, apply now and begin working at counseling other unemployed Social Workers (who, come to think of it, will no longer be unemployed because they'll be doing the same furshlugginer thing!)

DEPARTMENT OF SOCIAL WELFARE

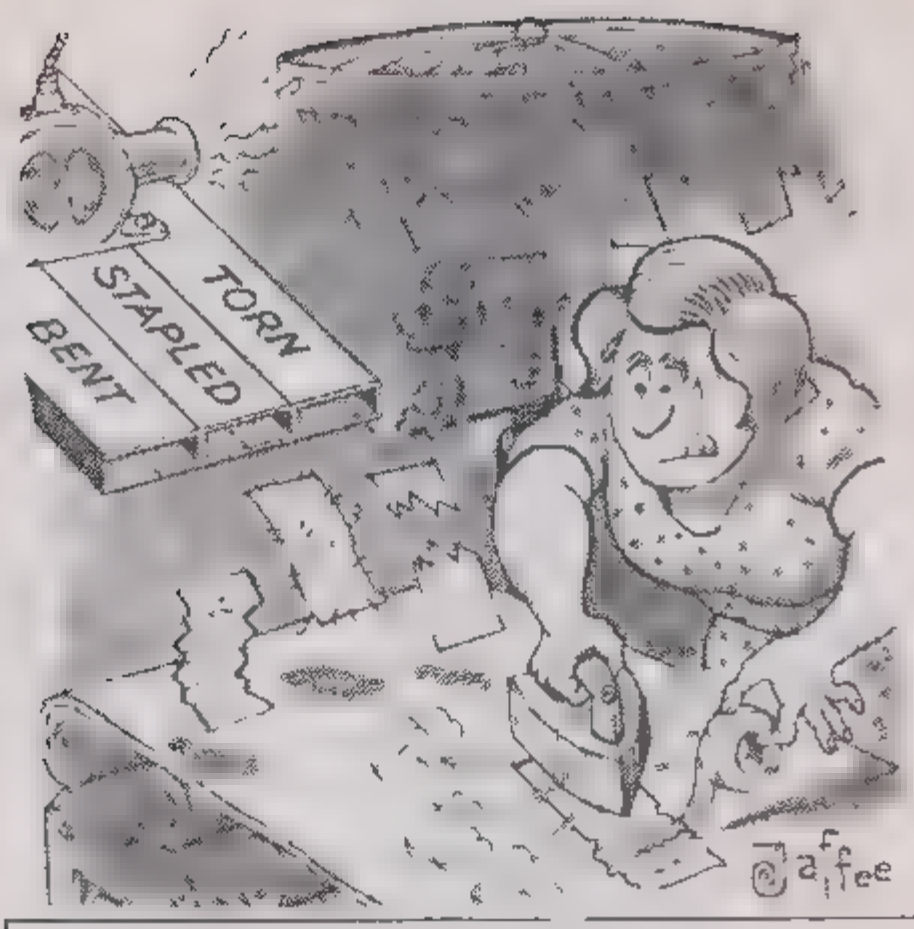
Self-Defeating Section, This City



UNACCEPTABLE AIR DETECTORS

If you're seven feet or over, and you can't play basketball, we may be able to use you to help sniff out evidence of air pollution before it gets down to "normal sized people" in cities around the country. Salaries are high and medical benefits are even higher. Send your height (resumes not necessary) to

UNACCEPTABLE
AIR DETECTING CORP.
Box 235 High Scent, Pennsylvania



MUTILATED PUNCH-CARD RESTORERS

Ever increasing rates, coupled with ever decreasing quality of service, is causing many irate Utility customers to "fold, spindle or mutilate" the computerized bills we send out. If you have a talent for repairing miniscule objects, we are in dire need of your help. Sharp-eyed experts who can salvage the thousands of abused punchcards returned to us each month are being well-paid. Apply now to:

ABUSED PUNCH-CARD DIVISION OF YOUR LOCAL GAS, ELECTRIC OR TELEPHONE COMPANY

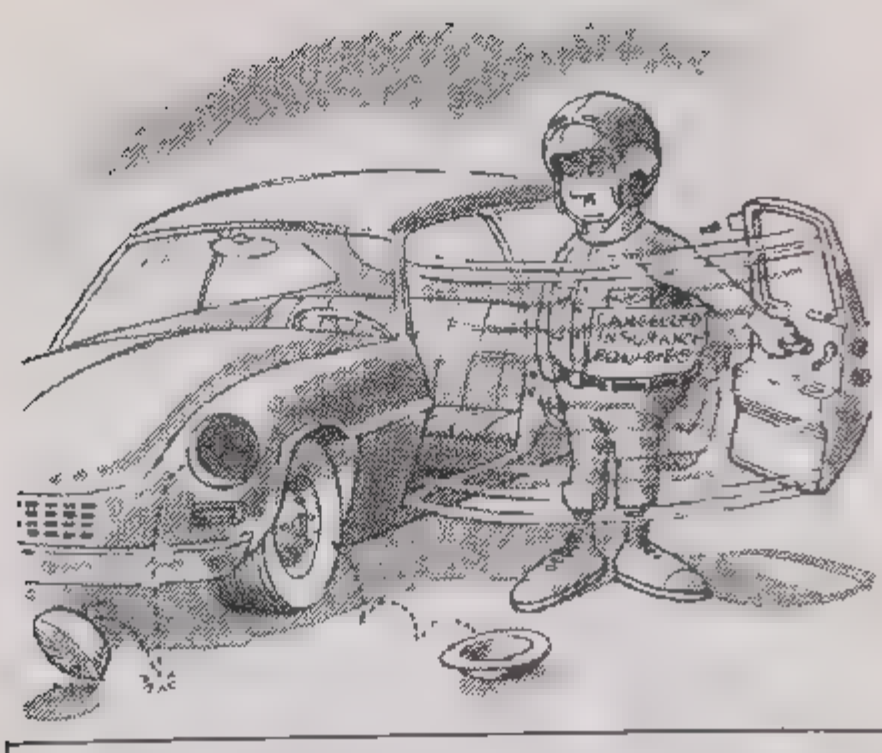
OIL SLICK CONTROLLERS

YOU CAN HELP US DO SOMETHING ABOUT OIL SPILLS . . . MAINLY BECAUSE THEY'RE OURS!

We're oil drillers and shippers, and we make our living transporting the slimy stuff! But naturally, we make some boo-boos! And when we do, there's hell to pay. So we're looking for people who care about ecology, and who are willing to clean up our messes whenever necessary. The pay isn't very good . . . but what's money to people like yourselves who really care about what's going on today?

SIGN UP NOW WITH:

SO. SAUDI OIL CO. New York, N.Y.
Santa Barbara, Calif.



RECALLED CAR DRIVERS

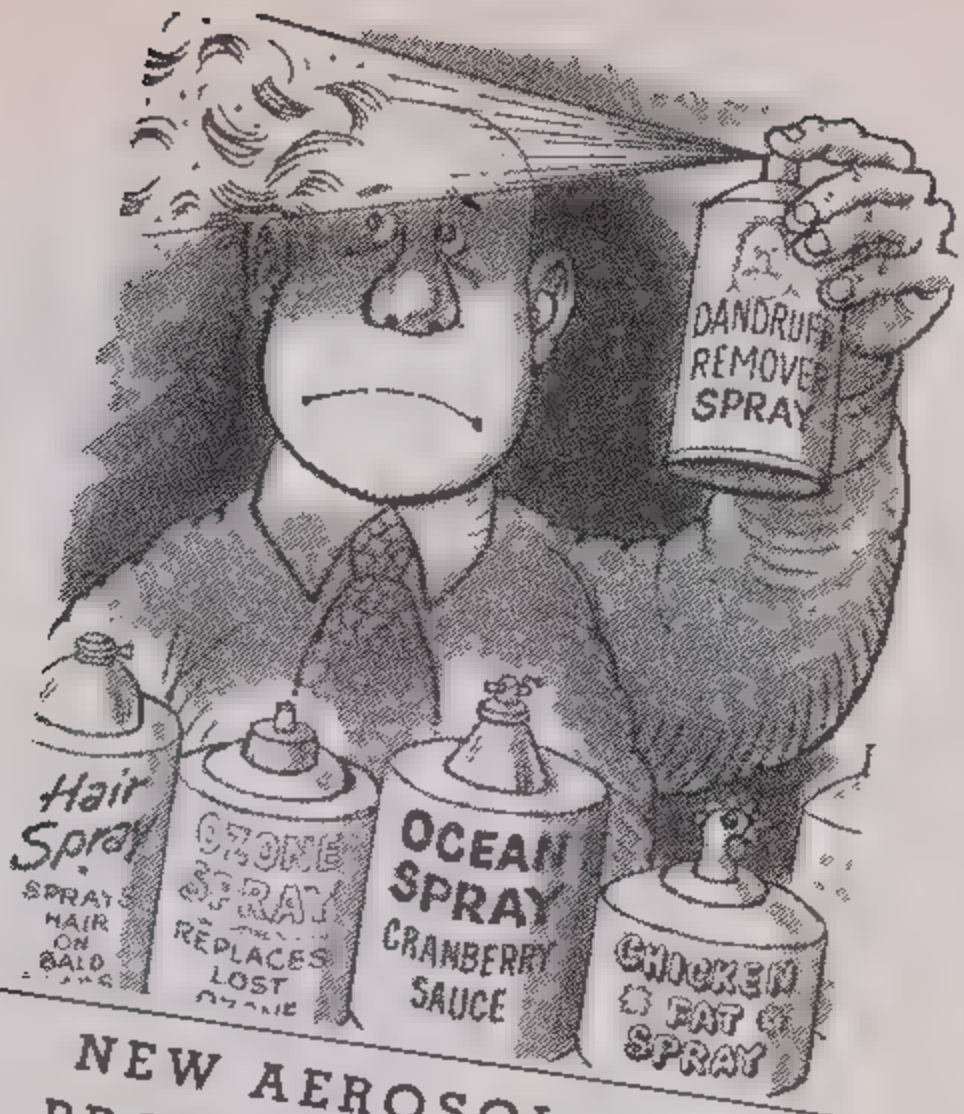
If you think that Evil Kneivel is a sissy compared to yourself, you may be our man! Because there's one kind of driving that's far more dangerous than jumping lined-up busses or picturesque canyons . . . mainly, it's driving late-model cars with faulty steering, brakes, etc., that have been recalled by their manufacturers. Owners of such cars are paying big money to have these death traps driven back to their dealers for the necessary repairs . . . rather than take a chance themselves.

RECALLED CAR CHAUFFEURING SERVICE CO.

"Take The Bus And Leave The Dying To Us!"

WRITE BOX 27, ATTENTION: MR. DEREDEVLE

(Drivers with I.Q.'s over 75 need not apply!)



NEW AEROSOL CAN PRODUCT CREATORS

No matter how much noise ecology freaks are making, our research shows that the American public loves and demands aerosol spray products. So if you've got any new ideas on things to shove into spray cans, you may have a bright future here at . . .

OH-OH-OHZONE SPRAY PRODUCTS
BOX 1980, CHOKEOUS, ILL.

DON MARTIN DEPT.

LATE ONE FRIDAY ON AN UPTOWN STREET CORNER

NIGHT

BOMB VIVANT DEPT.

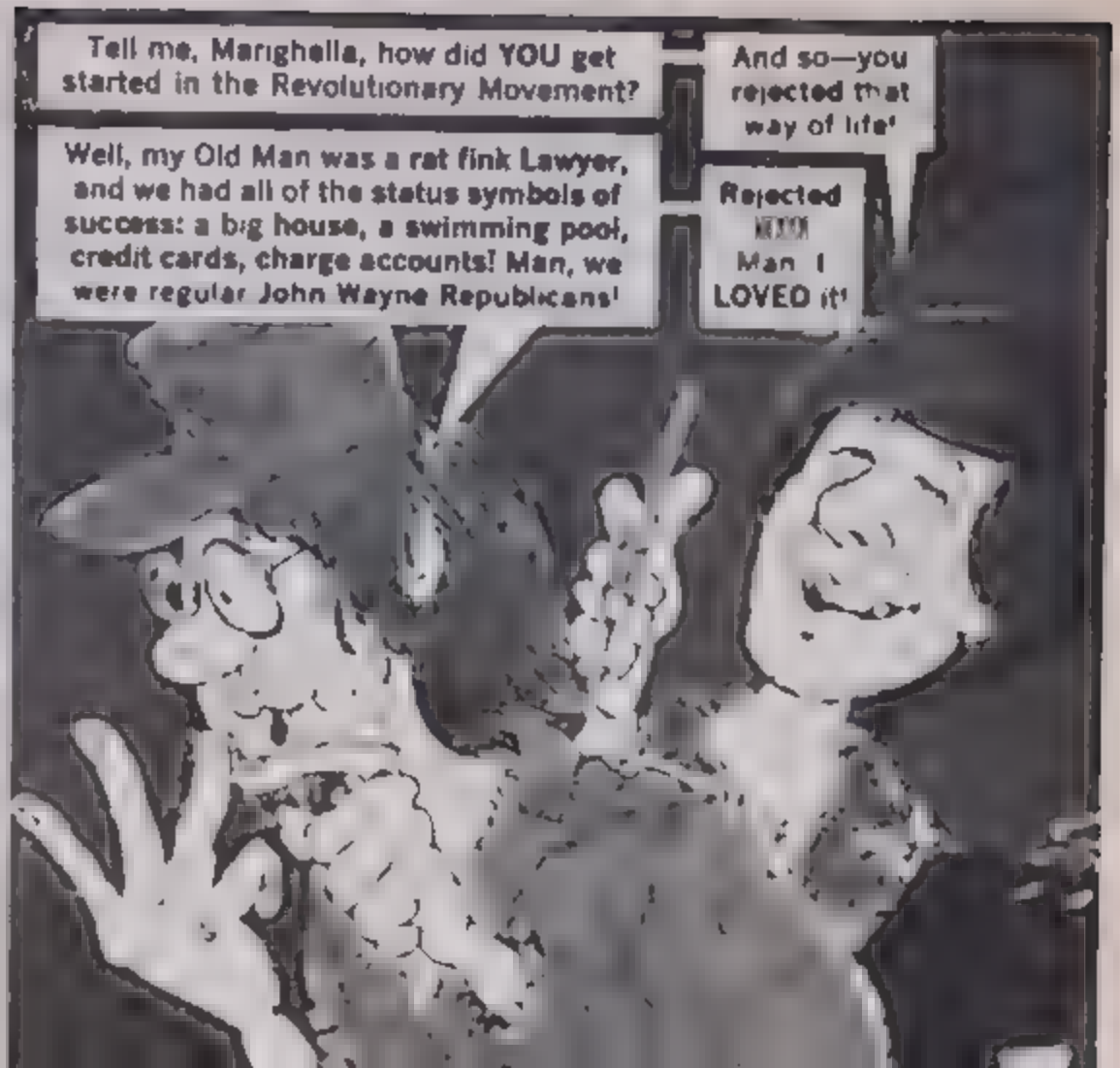
Several months back (MAD #180 to be exact), we interviewed MAD's "CIA Agent Of The Year," and a lot of people found the article pointed and effective. And so, in the true MAD tradition of zapping those on both sides of an issue, we will proceed to offend those very same people by interviewing...

MAD'S "UNDERGROUND REVOLUTIONARY" OF THE YEAR

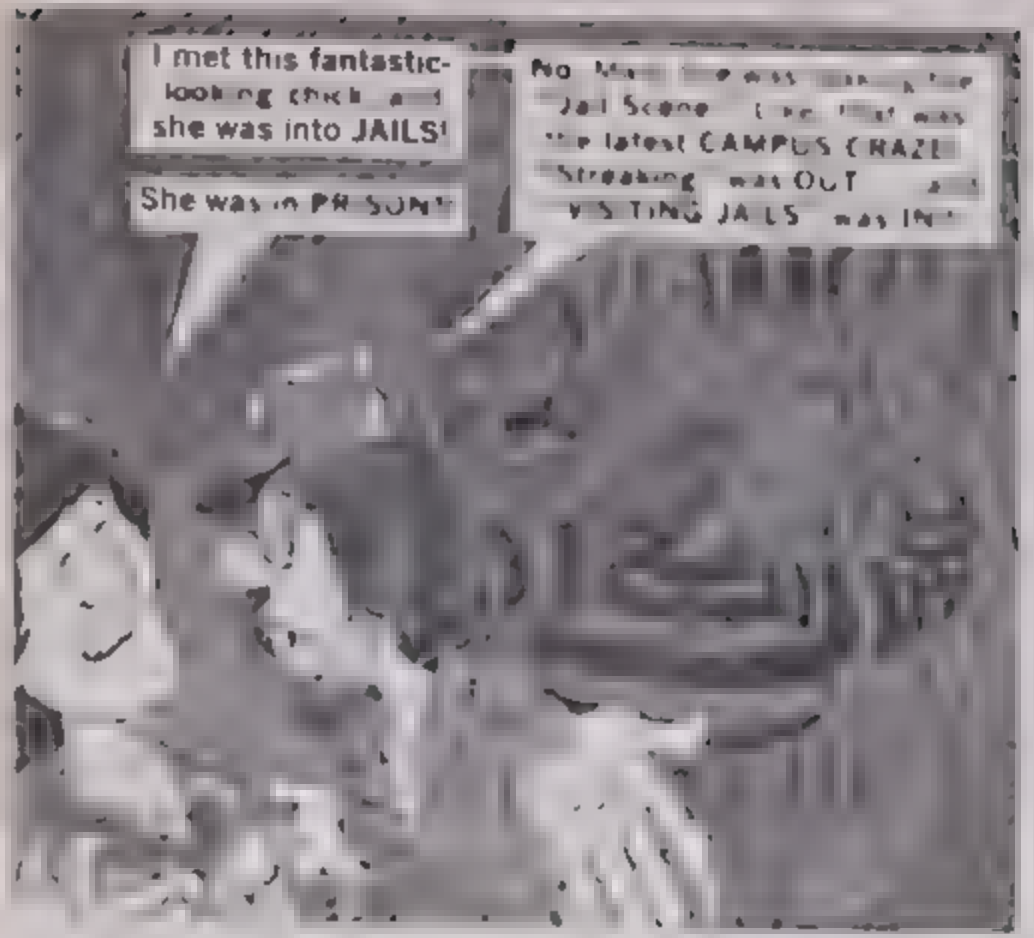
ARTIST PAUL COKER, JR
WRITER: LOU SILVERSTONE

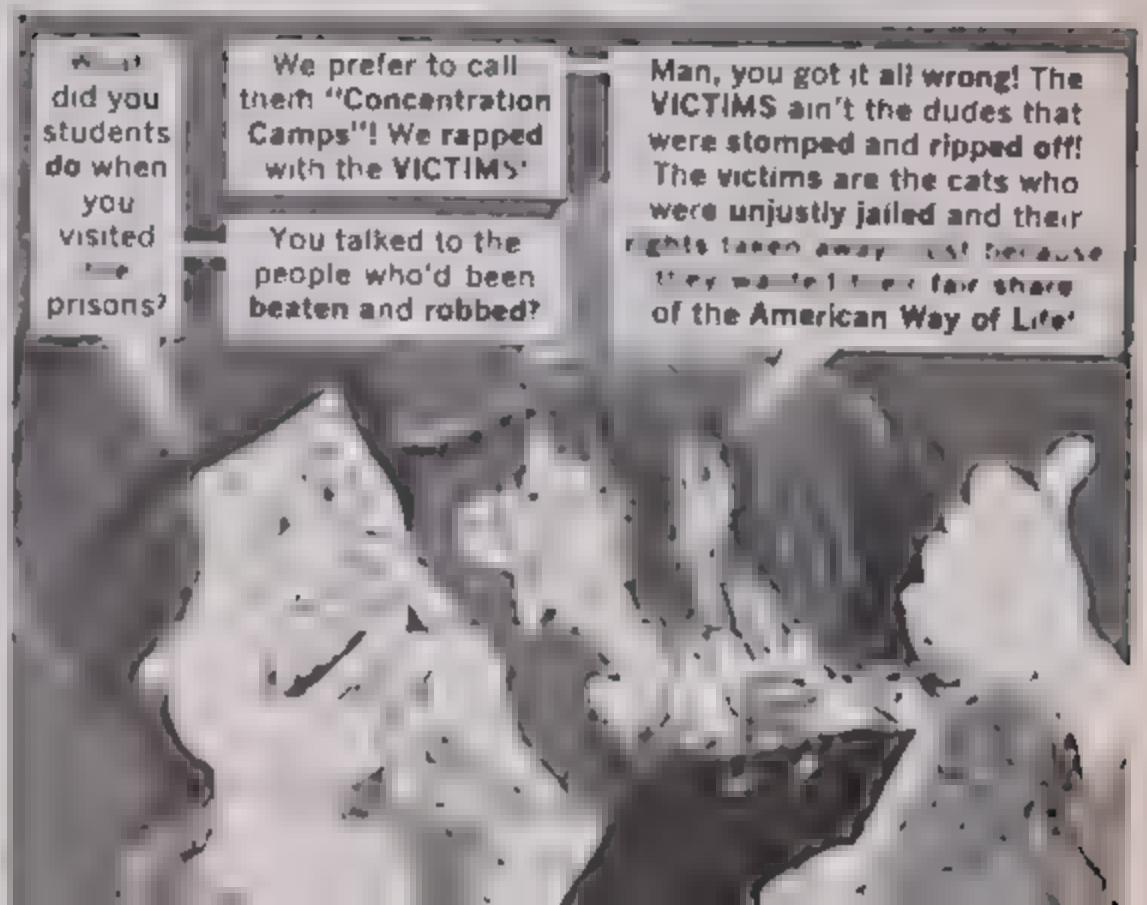
Hello, I'm Pat Boone about to interview Field Marshall Armed Mangbetu head of the Citizens Liberation Order for a Democratic Society"—or, as they're known for short—the CLODS
Mangbetu your REAL name?
It's the name I adopted when I joined the Revolution against the Pig Establishment Government that is systematically destroying the people! It's the only name I answer to . . . except, of course, when I'm applying for Welfare, Food Stamps or cashing a check from my Old Man!
I suppose you chose that name because the famous Mangbetu
No . . . actually, all the GOOD names . . . like Mao, Ho Chi Minh, Ché Guevara, Charles Manson, Squeaky Fromme and Patty Hearst were already taken!
You consider Manson, Fromme and Hearst as Revolutionaries?
You'd better believe it! Like, how many times did LENIN have his picture on the cover of Newsweek and Time in the SAME WEEK!?
Why didn't you choose a name like George Washington?
Man, what did HE ever have to do with any Revolution?

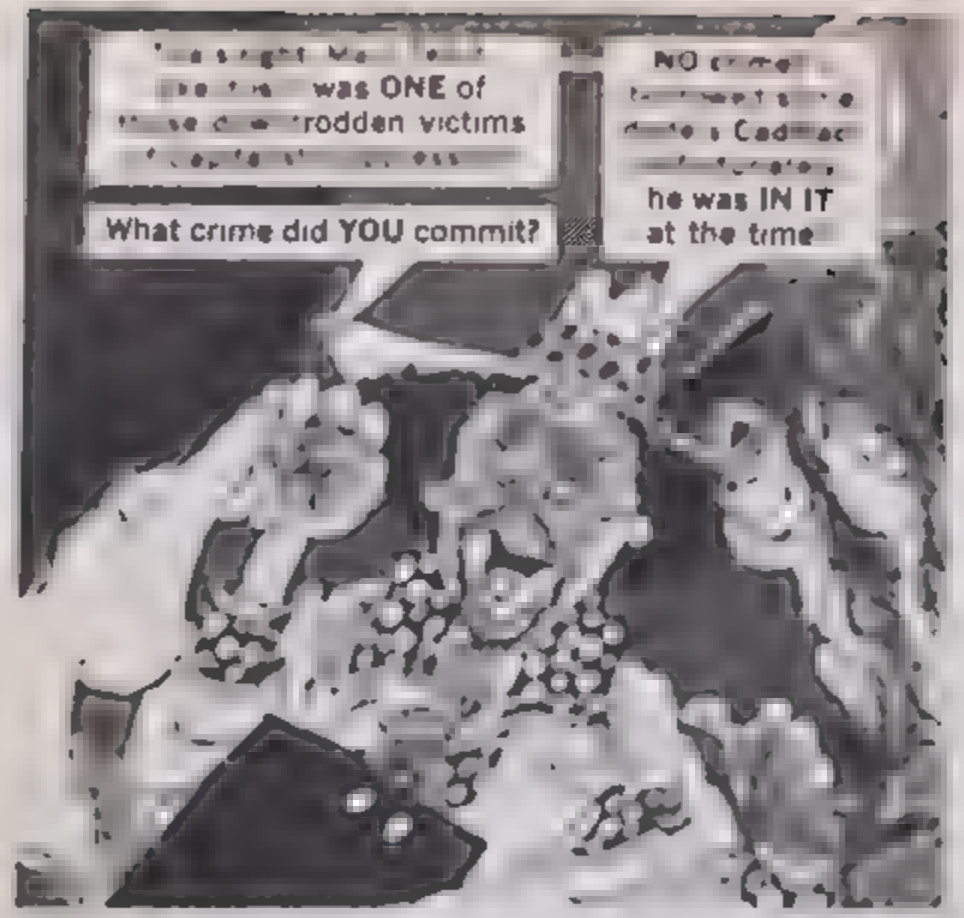
Where do most of your recruits [illegible] from?
Most of our Army are dropouts from the "Readers' Digest—Apple Pie" world! Mary Lou, here, was a Cheerleader before she joined the Movement!
Gi me a "C"
Gi me an "L"
Gi me an "O"—"D"—"S"!
Revolution! Revolution!
Fight Team Fight!
Right on, Mary Lou!

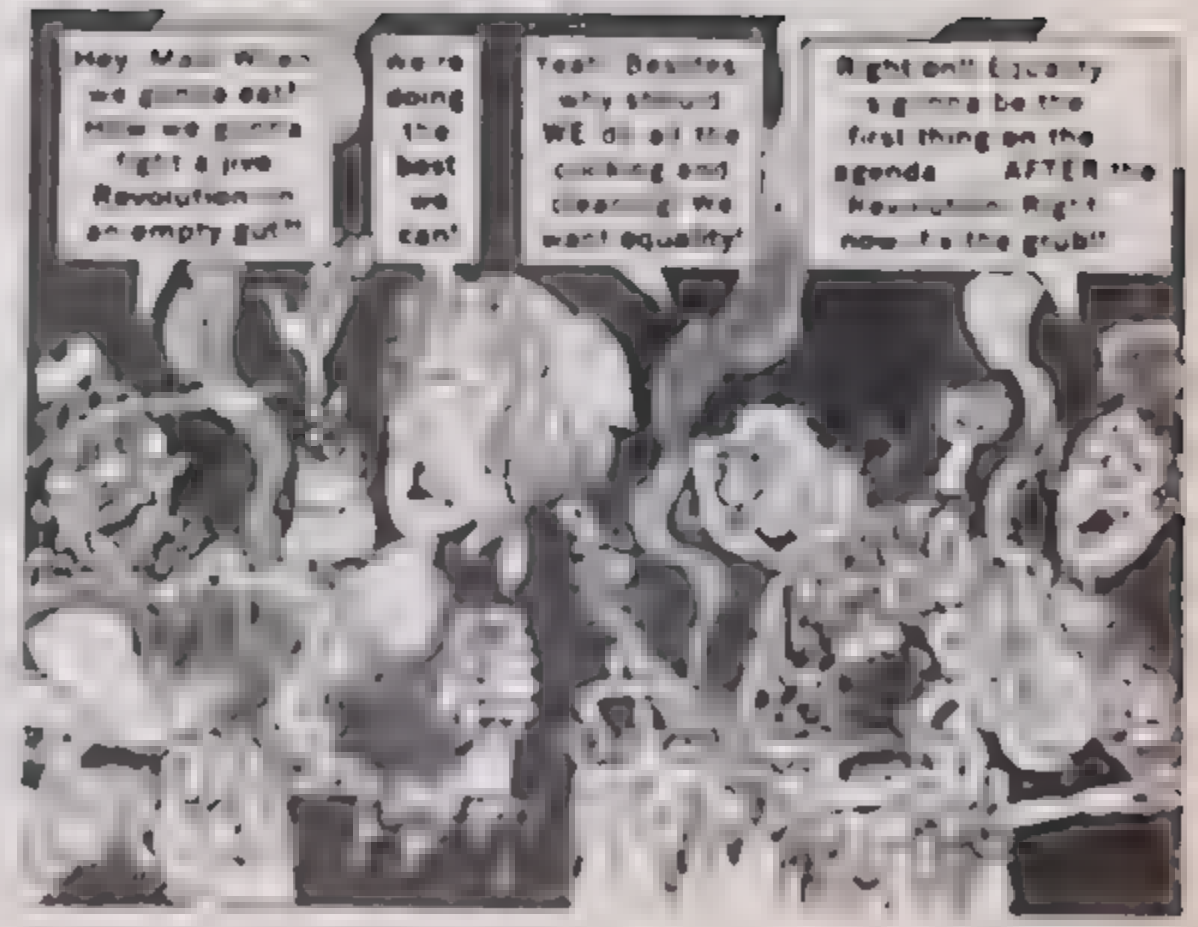

Tell me, Marighella, how did YOU get started in the Revolutionary Movement?
Well, my Old Man was a rat fink Lawyer, and we had all of the status symbols of success: a big house, a swimming pool, credit cards, charge accounts! Man, we were regular John Wayne Republicans!
And so—you rejected that way of life!
Rejected [illegible] Man I LOVED it!

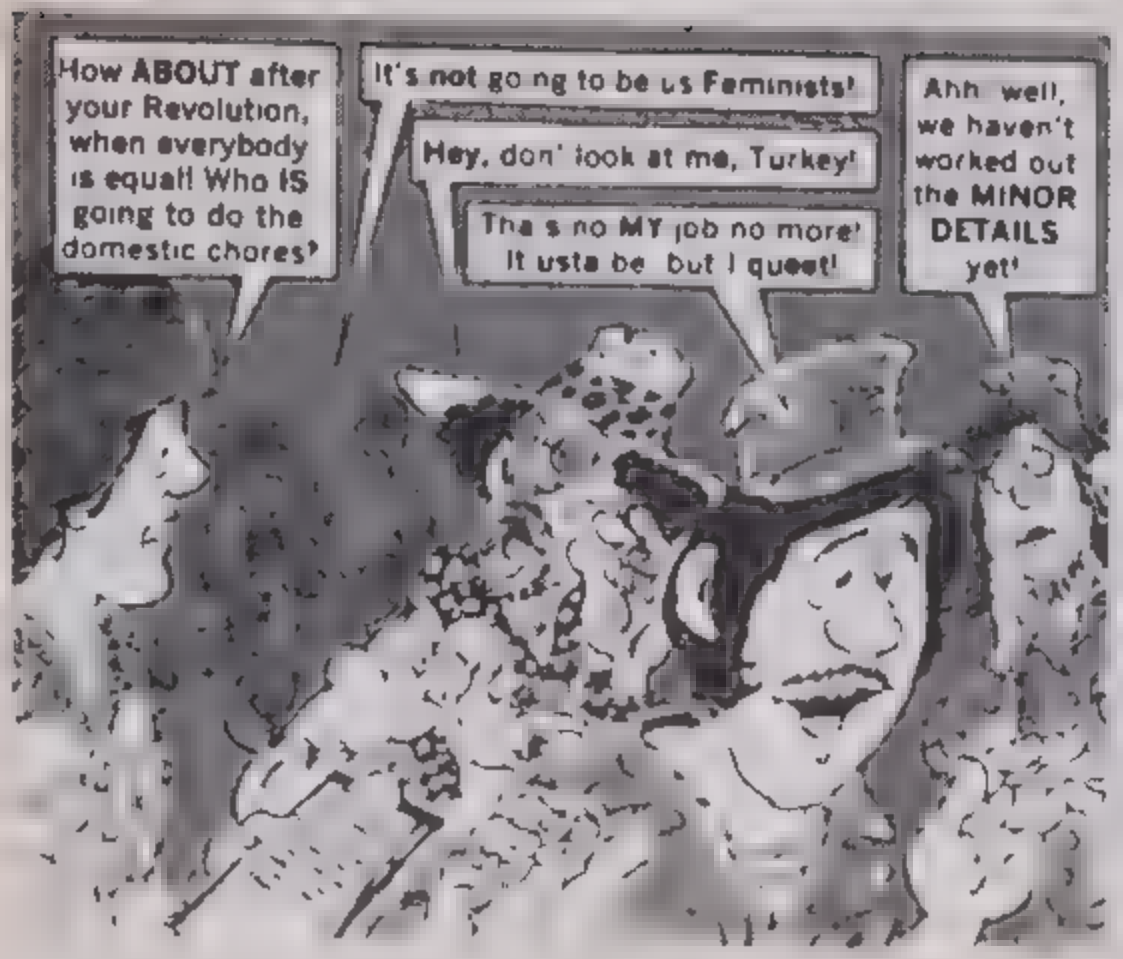
What happened? Di

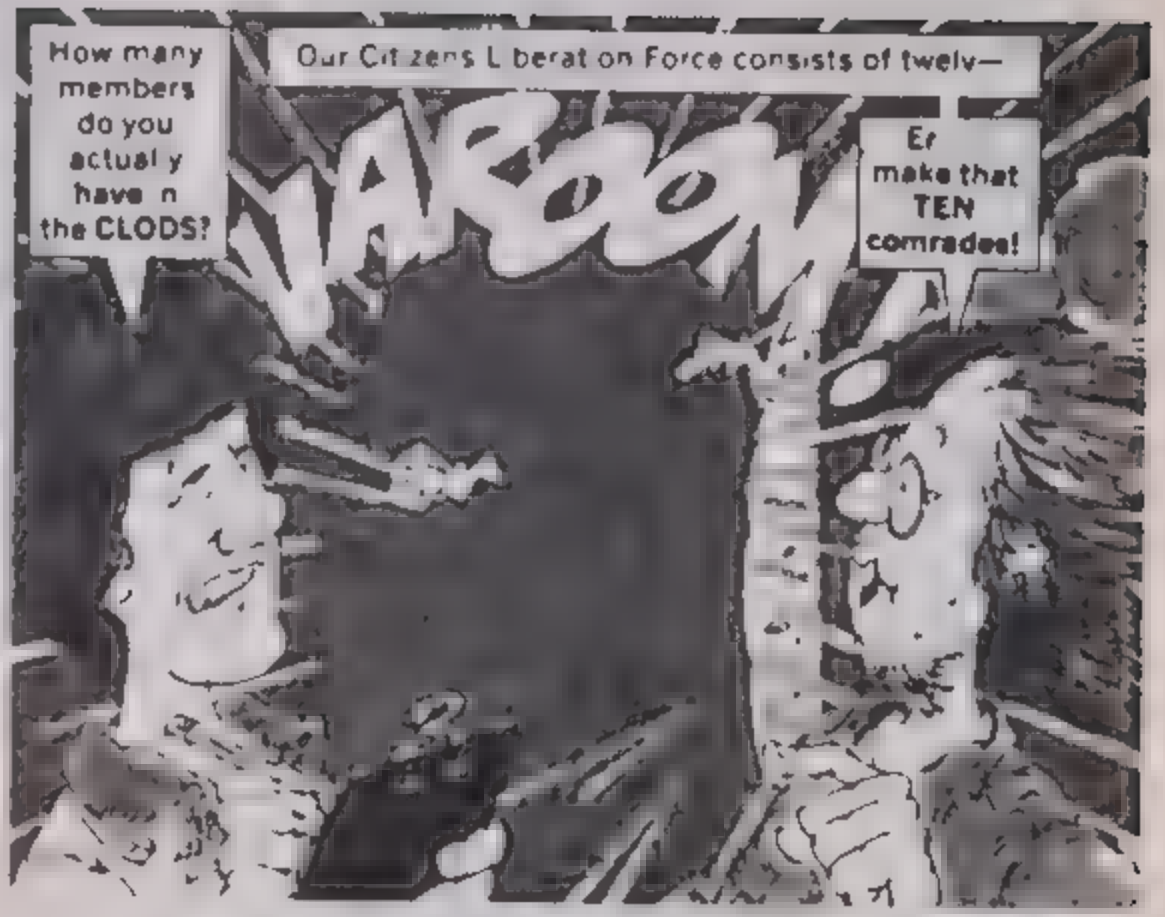

I met this fantastic-looking chick and she was into JAILS!
She was in PRISON!
No Man, she was into the Jail Scene. The latest CAMPUS CRAZE. Streaking was OUT and VISITING JAILS was IN!

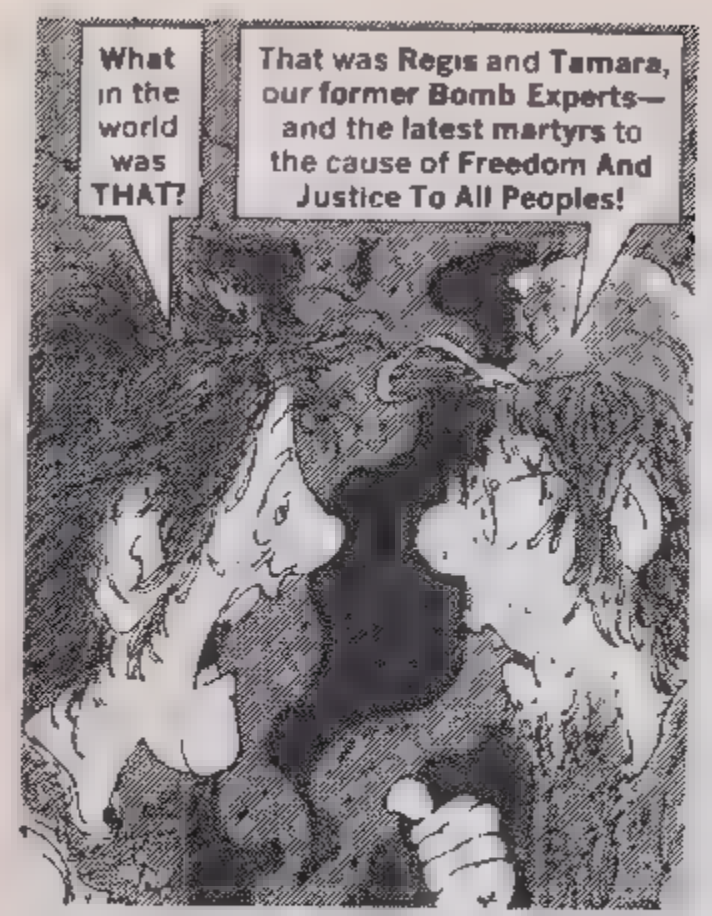

did you students do when you visited the prisons?
We prefer to call them "Concentration Camps"! We rapped with the VICTIMS!
You talked to the people who'd been beaten and robbed?
Man, you got it all wrong! The VICTIMS ain't the dudes that were stomped and ripped off! The victims are the cats who were unjustly jailed and their rights taken away because they wanted their fair share of the American Way of Life!

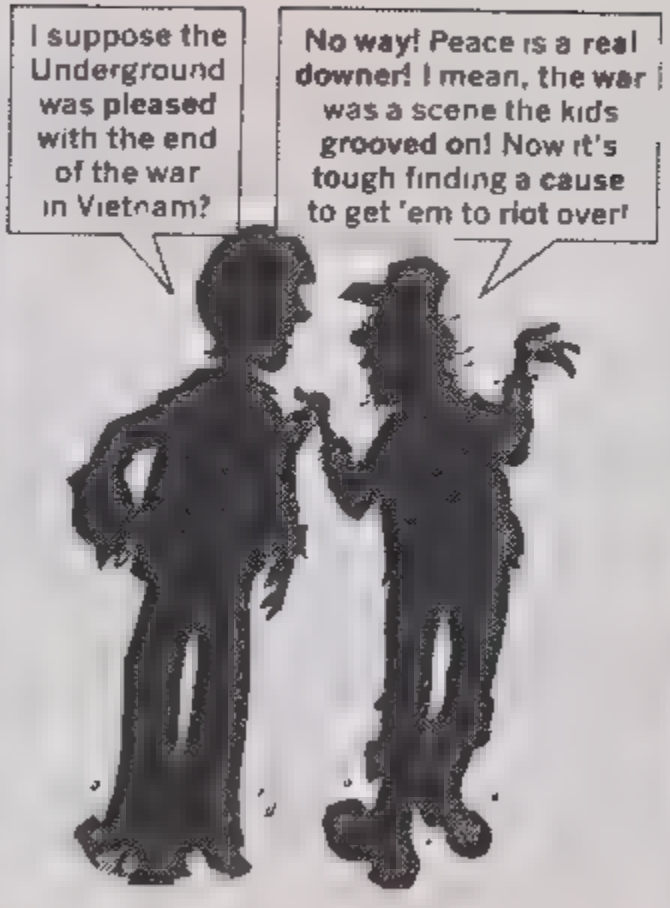

was ONE of
rodden victims
What crime did YOU commit?
NO
a Cadillac
he was IN IT
at the time

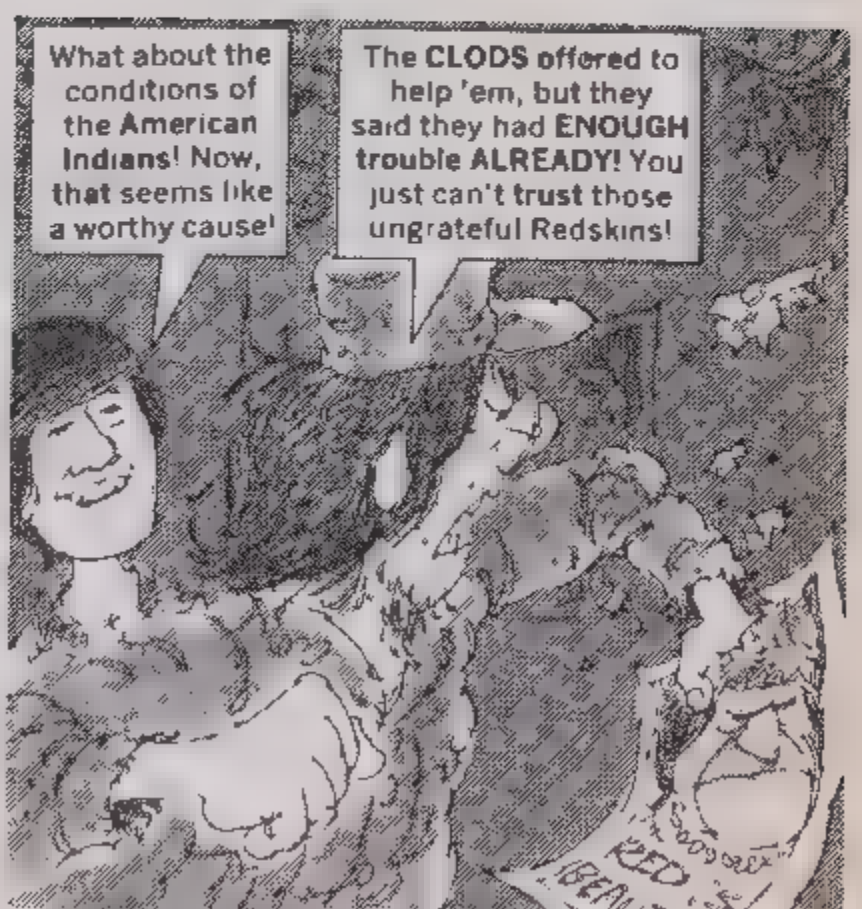

we're
doing
the
best
we
can'
Yeah Besides
why should
WE
cooking and
cleaning we
want equality'
Right on!! Equality
is gonna be the
first thing on the
agenda AFTER the
Right
now to the grub!"

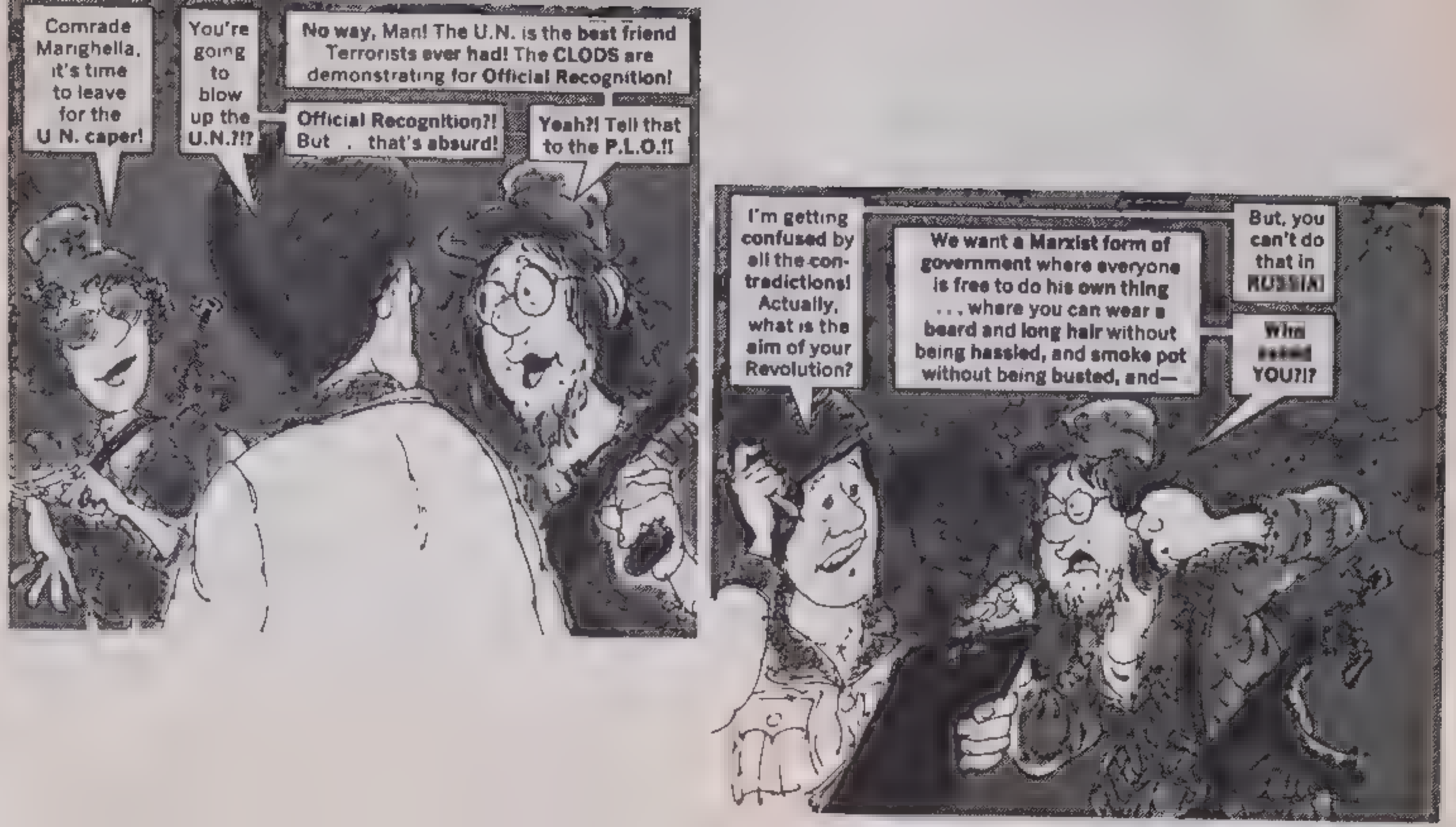

How ABOUT after your Revolution, when everybody is equal! Who IS going to do the domestic chores?
It's not go ng to be us Feminists!
Hey, don' look at me, Turkey!
Tha s no MY job no more! It usta be but I queet!
Ahh well, we haven't worked out the MINOR DETAILS yet!


How many members do you actual y have n the CLODS?
Our Cit zens L berat on Force consists of twelv—
Er make that TEN comrades!
HARROW


What in the world was THAT?
That was Regis and Tamara, our former Bomb Experts— and the latest martyrs to the cause of Freedom And Justice To All Peoples!

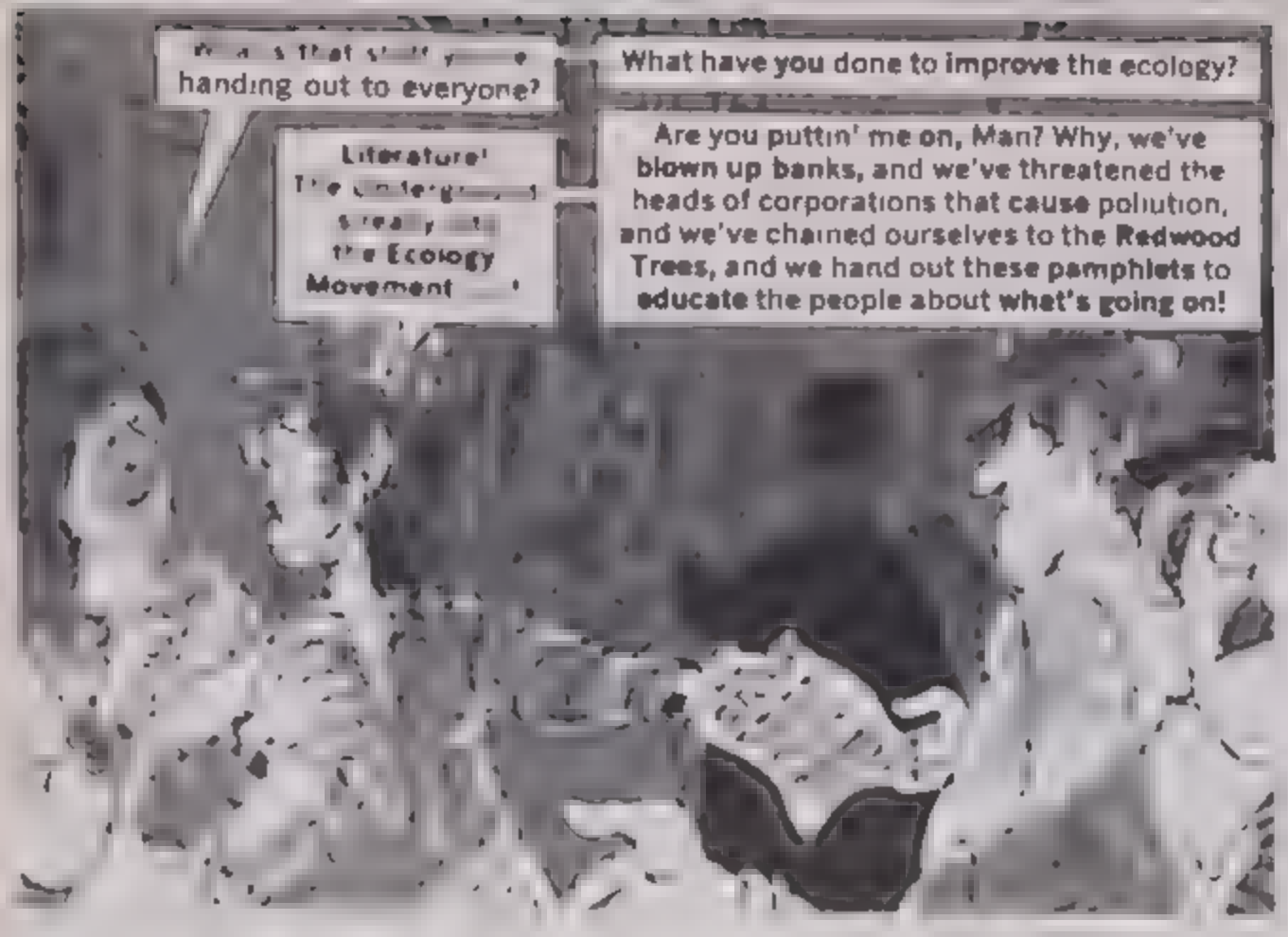

I suppose the Underground was pleased with the end of the war in Vietnam?
No way! Peace is a real downer! I mean, the war was a scene the kids grooved on! Now it's tough finding a cause to get 'em to riot over!

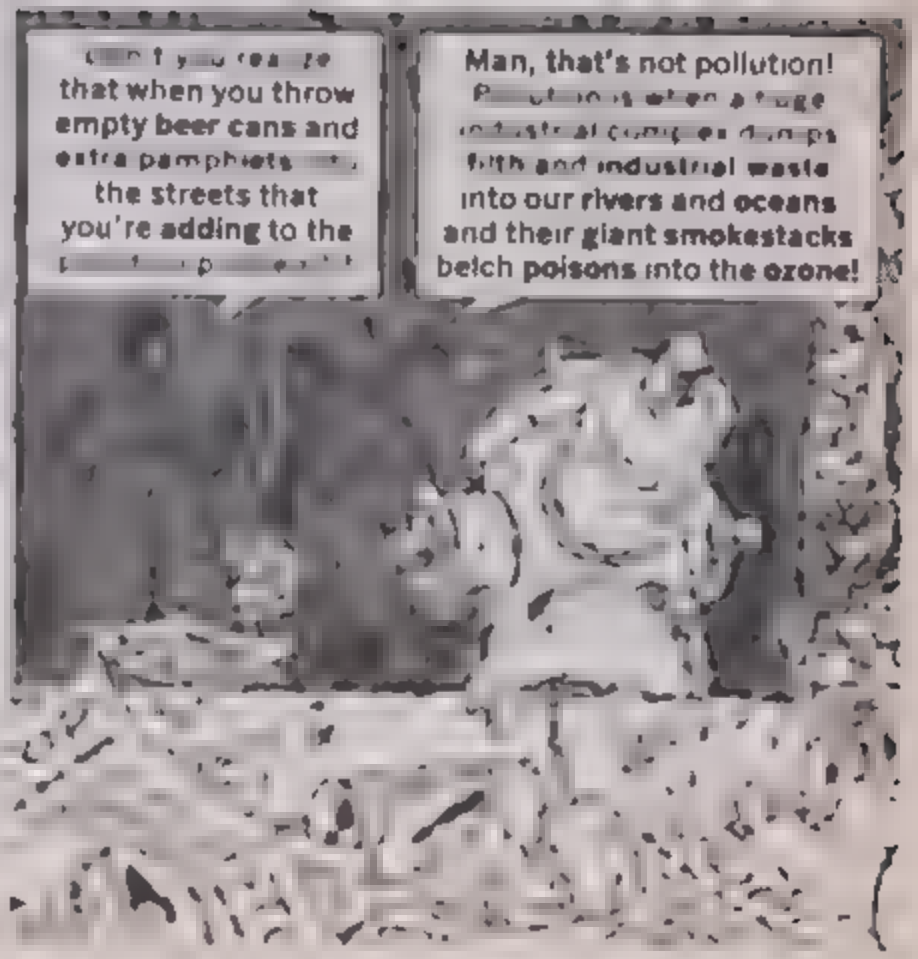

What about the conditions of the American Indians! Now, that seems like a worthy cause!
The CLODS offered to help 'em, but they said they had ENOUGH trouble ALREADY! You just can't trust those ungrateful Redskins!


Comrade Marighella, it's time to leave for the U N. caper!
You're going to blow up the U.N.?!?
No way, Man! The U.N. is the best friend Terrorists ever had! The CLODS are demonstrating for Official Recognition!
Official Recognition?! But . that's absurd!
Yeah?! Tell that to the P.L.O.!!
I'm getting confused by all the contradictions! Actually, what is the aim of your Revolution?
We want a Marxist form of government where everyone is free to do his own thing . . . where you can wear a beard and long hair without being hassled, and smoke pot without being busted, and—
But, you can't do that in RUSSIA!
Who hassled YOU?!?

Bank was
getting so, you can't

We're into lots things like free love, shoplifting,
discussions on Marxism and—
Do you agree with
Aquarius and

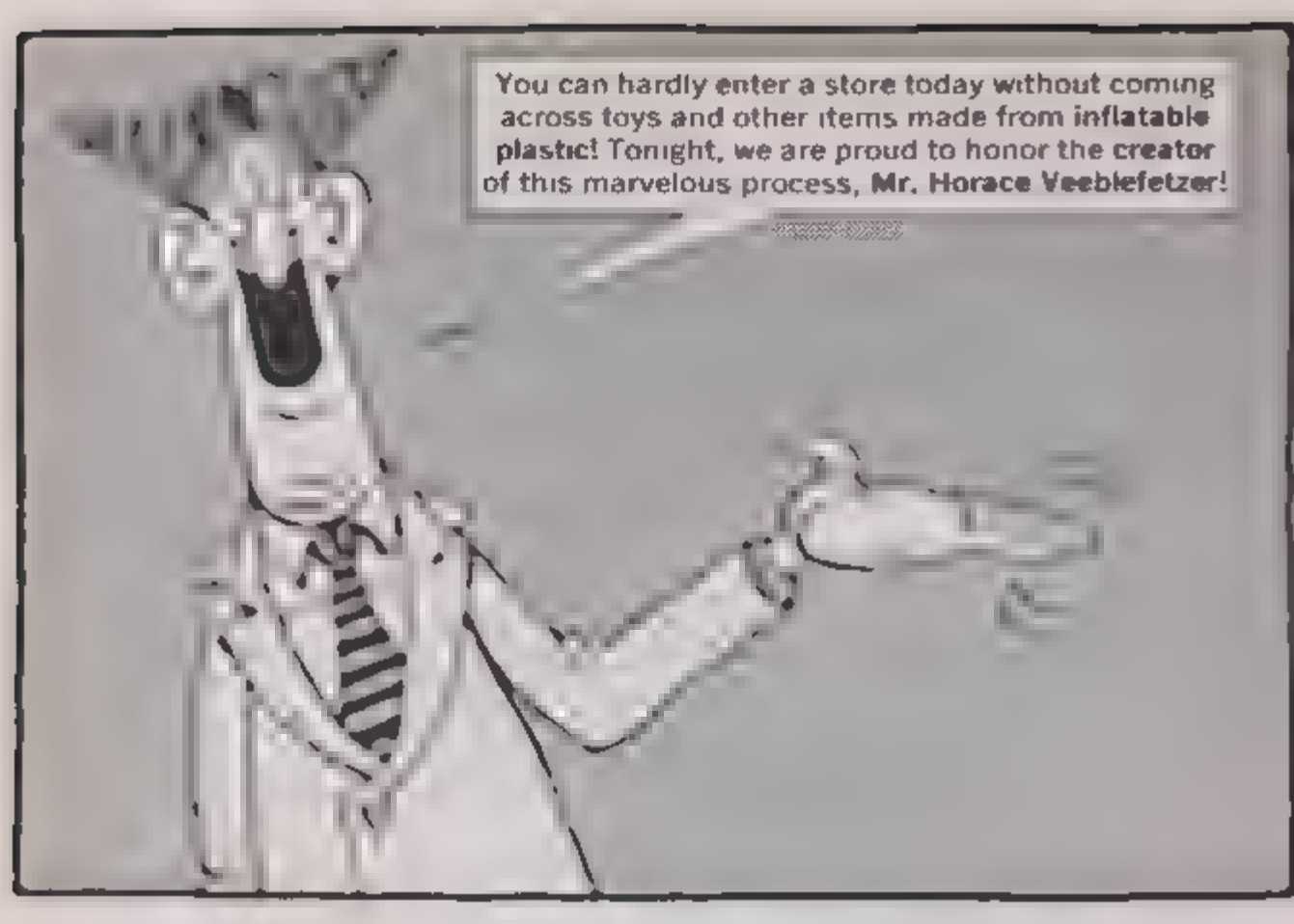

handing out to everyone?
Literature!
the Ecology Movement
What have you done to improve the ecology?
Are you puttin' me on, Man? Why, we've blown up banks, and we've threatened the heads of corporations that cause pollution, and we've chained ourselves to the Redwood Trees, and we hand out these pamphlets to educate the people about what's going on!


that when you throw empty beer cans and
the streets that you're adding to the
Man, that's not pollution!
filth and industrial waste into our rivers and oceans and their giant smokestacks belch poisons into the ozone!

One last question . . . Do you know if there are any FBI or [illegible] in your group?
We DID have one Government Undercover fink in the CLODS! Man . . . he was one fantastic Revolutionary! Like, he could always get us bread, or ammo, or electronics, or joints! Too bad we had to kick him out!
That was because you knew he would [illegible] of your group?
[illegible]h! He had to go because just too darn VIOLENCE-PRONE . . . even for US!!!
This is Pat Boone . . . signing off and returning you to MAD Magazine

DON MARTIN DEPT.

ONE EVENING AT A BANQUET SALUTING AN OUTSTANDING AMERICAN


You can hardly enter a store today without coming across toys and other items made from **inflatable plastic**! Tonight, we are proud to honor the **creator** of this marvelous process, **Mr. Horace Veeblefetzer!**

Mr Veeblefetzer, the National Association of Manufacturers of Inflatables takes great pleasure in presenting you with this award for "Outstanding Service to the Industry"...

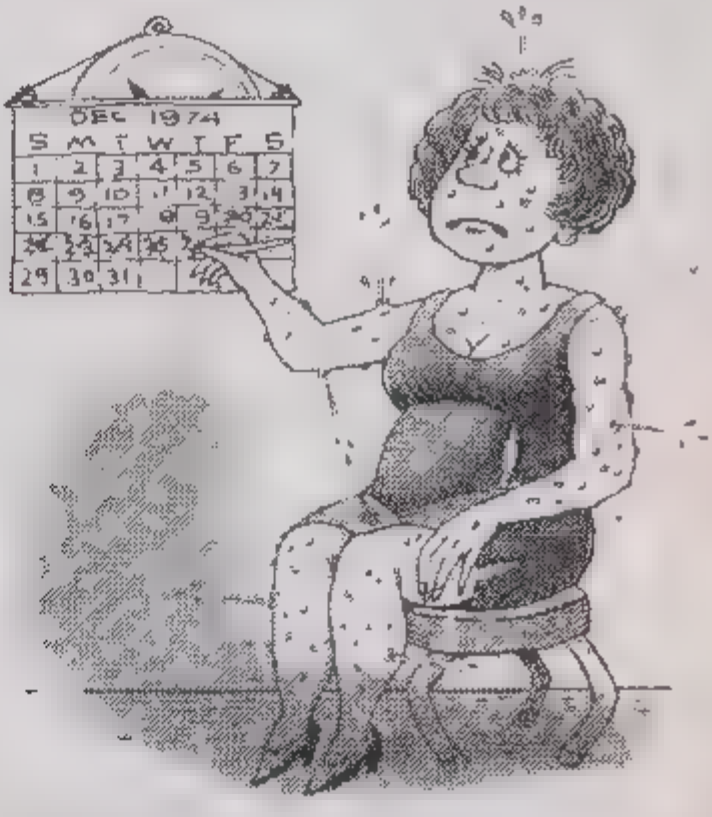
POFFSSS

[redacted] which lists feats and undertakings that are greater, taller, faster, smaller or older than any others. [redacted] own set of World Records. And—you know what we found out? We found [redacted] and stupefying. To show you what we mean, here are excerpts from...

THE FAMOUS OFFICIAL WORLD RECORD

The World Record for Eating Chocolate Bars was set by Lydia Ann Snavely, of Skroon City, Idaho, who consumed 187 6-ounce Hershey Milk Chocolate Bars in 37 minutes on December 20, 1974.

THE LESSER-KNOWN FOLLOW-UP RECORD

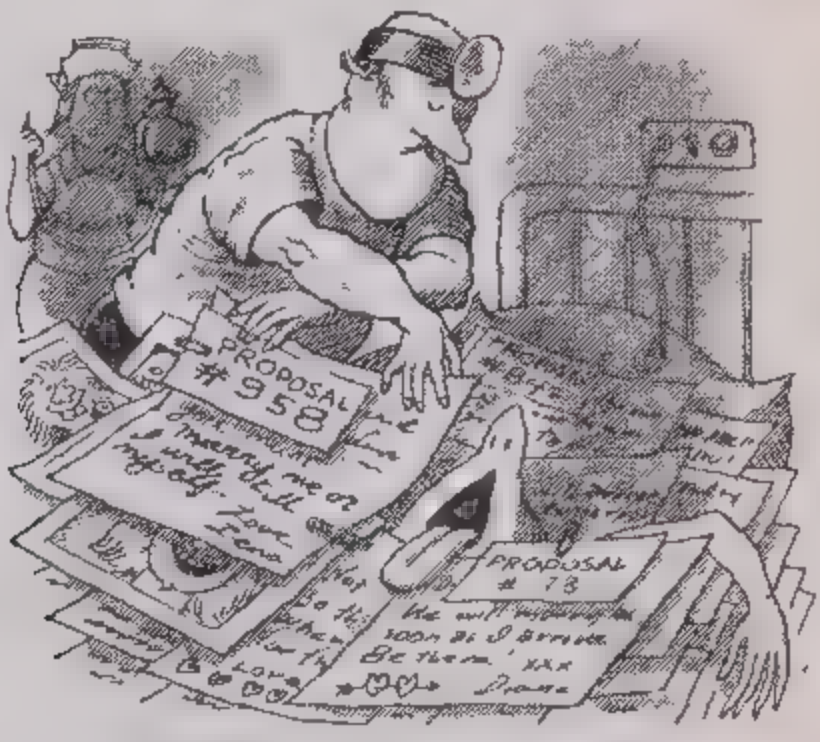


The World Record for Acne was set by Lydia Ann Snavely, of Skroon City, Idaho, who suffered 911 eruptions of facial pimples, hickeys and blemishes between December 20 and 26, 1974.

THE FAMOUS OFFICIAL WORLD RECORD

The Largest Diamond Ever Discovered was found by Mervyn X. Waxbush, who uncovered a stone that weighed 455 carats in a field outside of Pretoria, South Africa, March 13, 1922. The diamond was valued, before cutting, at nearly $5,000,000.

THE LESSER-KNOWN FOLLOW-UP RECORD



The World Record For Marriage Proposals Received By A Man was held by Mervyn X. Waxbush of Pretoria, South Africa, who received 958 proposals of marriage from women between Mar., 1922, and his death from physical exhaustion in August, 1925.

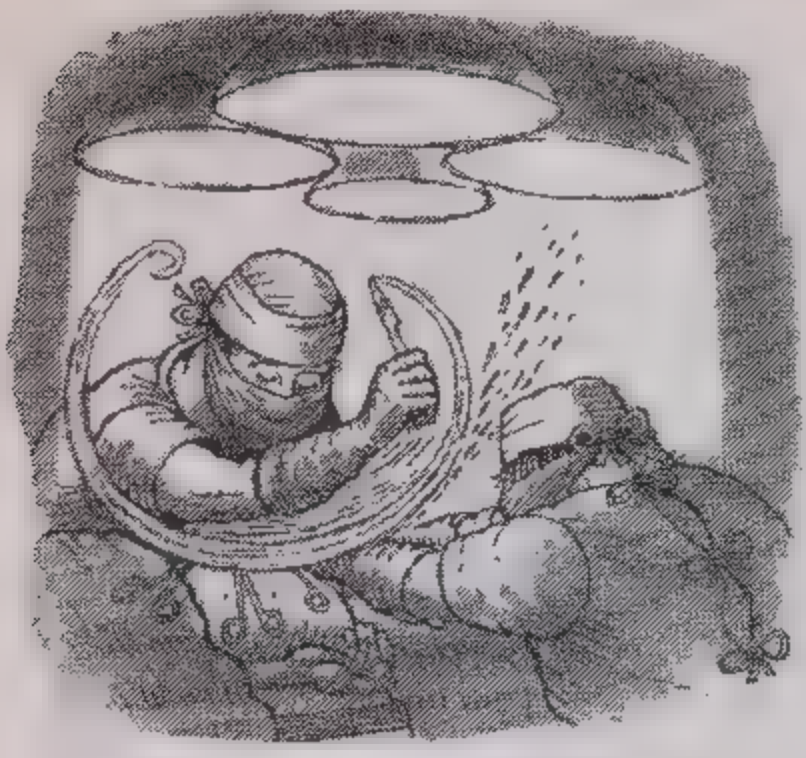
THE FAMOUS OFFICIAL WORLD RECORD

The First Pay Telephone was installed in New York City on November 1, 1889

THE LESSER KNOWN FOLLOW UP RECORD

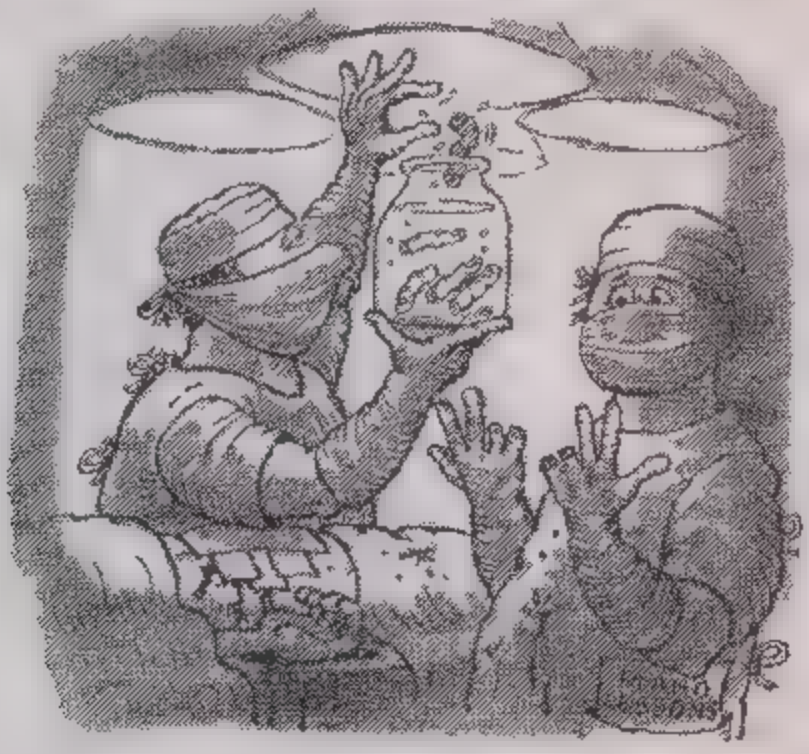
The First Pay Telephone To Go Out Of order occured in New York City on Nov 1, 1888, and was reported by Elmo Jay Finsterhoff. Elmo, incidentally, also became The First Person To Ever Lose Money In A Pay Telephone on that date

THE FAMOUS OFFICIAL WORLD RECORD



The record for the Fastest Removal Of An Appendix is held by Dr. Ed Greber of Boston, who, working quickly on the morning of June 1, 1955, removed the appendix from a patient in 55 seconds.

THE LESSER-KNOWN FOLLOW-UP RECORD

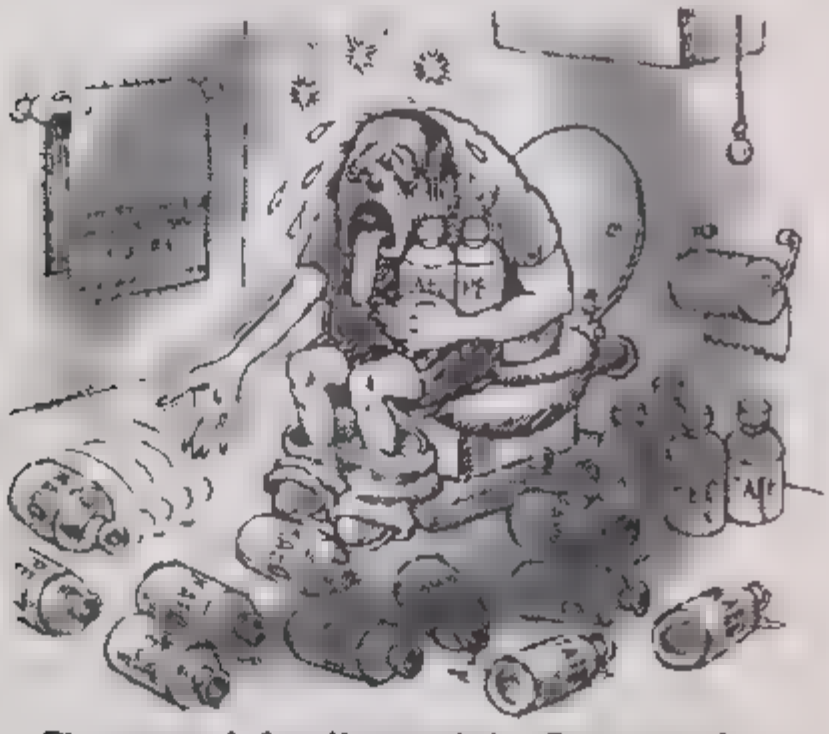


The record for Most Fingers Accidentally Cut Off During An Operation belongs to Interne Myron Klutz, who had four fingers sliced off while assisting Dr. Ed Greber in Boston on June 1, 1955.

THE FAMOUS OFFICIAL WORLD RECORD

The record for Water Consumption is held by tourist Elmo Yancy, who, on April 10, 1955, drank three gallons in the village of Carramba, Mexico, after he'd crossed the Baja on foot.

THE LESSER KNOWN FOLLOW-UP RECORD

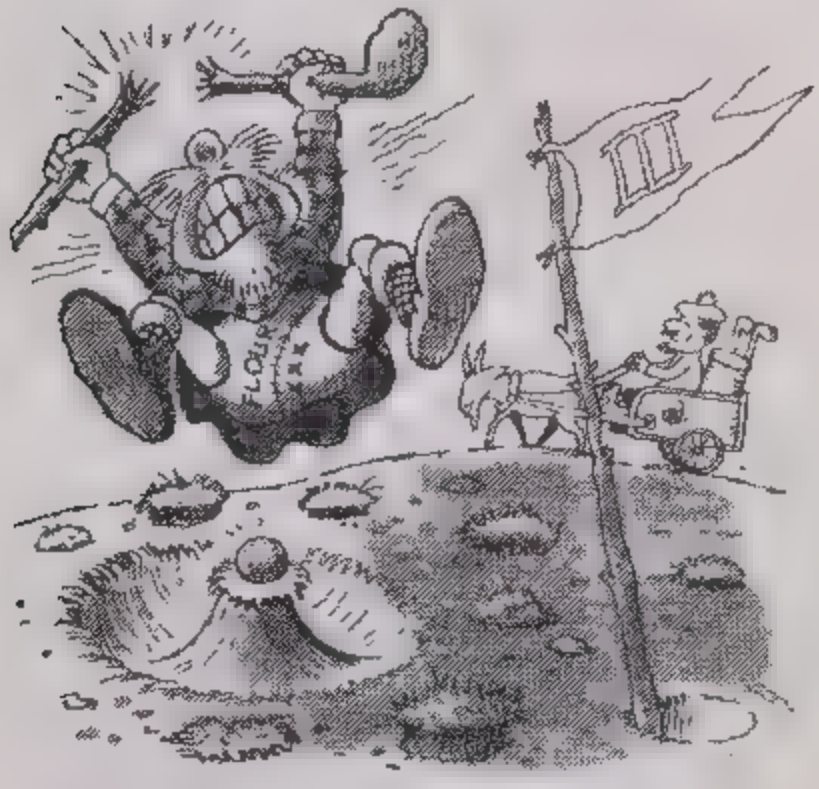


The record for Kaopectate Consumption is held by Elmo Yancey, who, during a seige of "Montezuma's Revenge," drank the contents of thirty-four 12-ounce bottles from April 10th to 15th, 1966.

THE FAMOUS OFFICIAL WORLD RECORD

The First Golf Course was completed on August 15, 1644 in a field outside the village of Tavish, Scotland, by Angus MacPherson after 7 years of hard work.

THE FAMOUS OFFICIAL WORLD RECORD



The First Golfer To Break A Club In Disgust was Angus MacPherson, after playing three holes of a course near Tavish, Scotland on August 15, 1644.

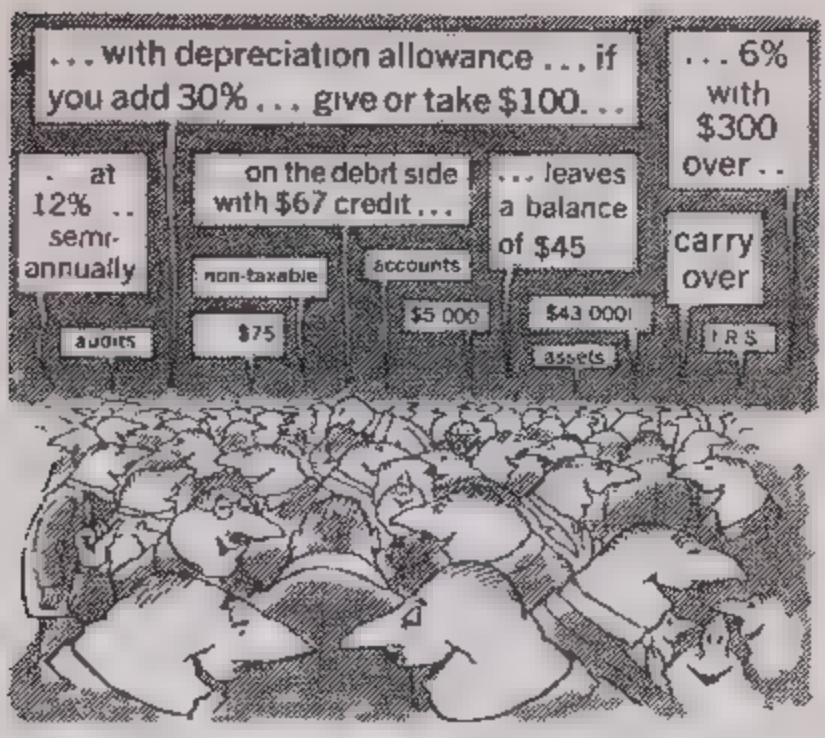
THE FAMOUS OFFICIAL WORLD RECORD

The World Record for the Greatest Age Difference In A Married Couple was set when Leonard Skaggs, age 112, married Phoebe Weebey, age 16, in a ceremony in Fort Wayne, Indiana, June 3, 1933.

THE LESSER KNOWN FOLLOW UP RECORD

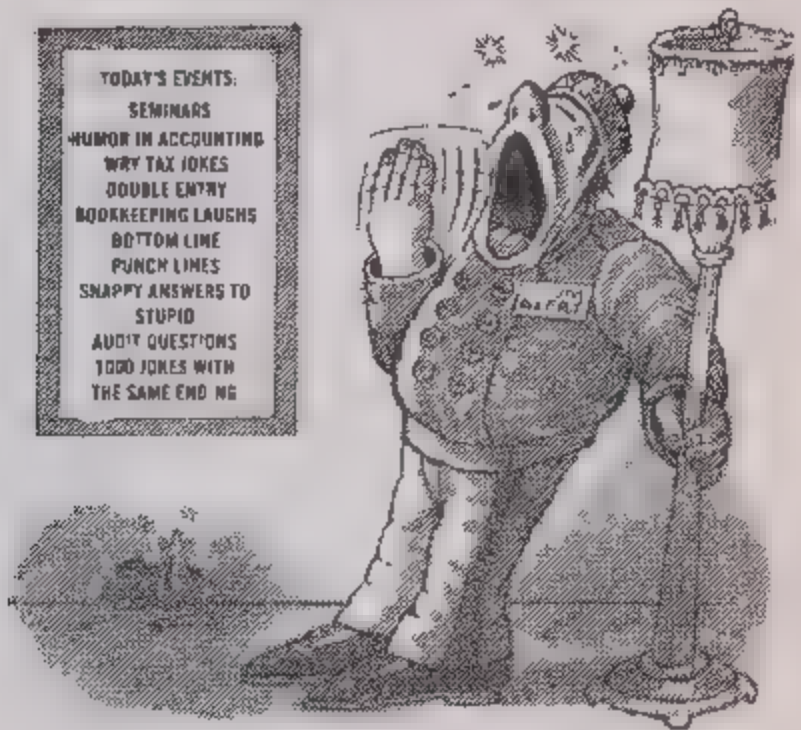
The Shortest Honeymoon On Record took place in Fort Wayne, Indiana, June 3, 1933, when Leonard and Phoebe Skaggs checked into the Bridal Suite of the Grand Plaza Hotel at 9.45 P.M., and then checked out 17 minutes later to fly to Reno and file for a divorce.

THE FAMOUS OFFICIAL WORLD RECORD


. . . with depreciation allowance . . . if you add 30% . . . give or take $100. . .
. . . 6% with $300 over . .
. . . at 12% . . semi-annually
on the debit side with $67 credit . . .
. . . leaves a balance of $45
carry over
non-taxable
accounts
$5 000
$43 000!
audits
$75
assets
I R S

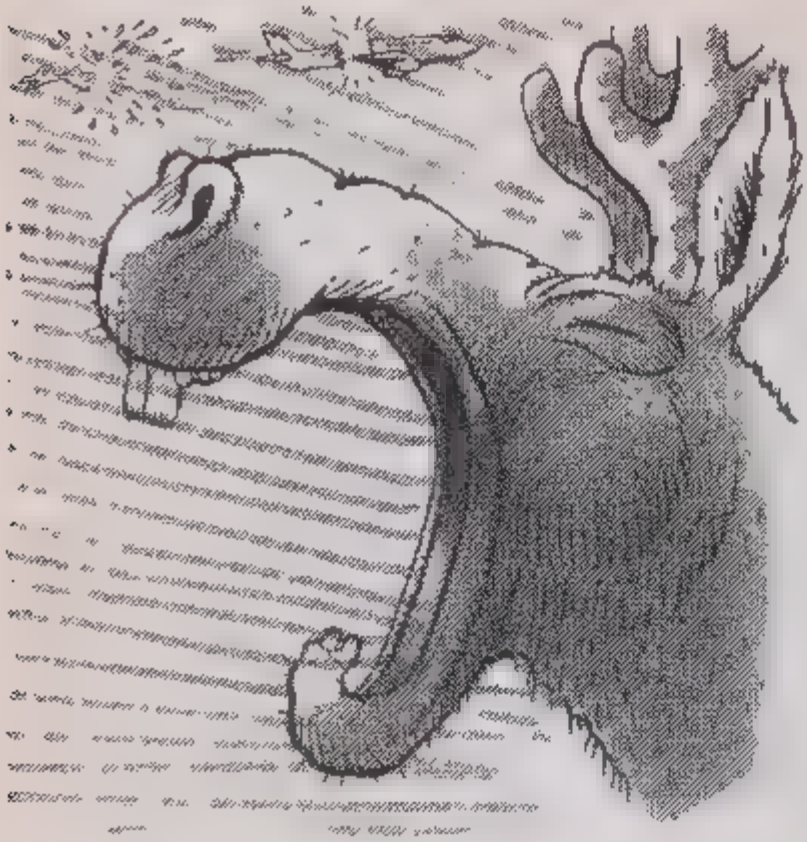
The Largest Convention in the United States was held May 14th through 19th, 1967, when 14,572 Certified Public Accountants met in the Hilton Hotel in Chicago for their annual meeting.

THE LESSER-KNOWN FOLLOW-UP RECORD



The World Record for Continuous Yawning was held by Wilbur Farquahr, who was a Bellhop in the Hilton Hotel in Chicago, and who yawned without stopping from May 14th to May 18th, 1967.

THE FAMOUS OFFICIAL WORLD RECORD

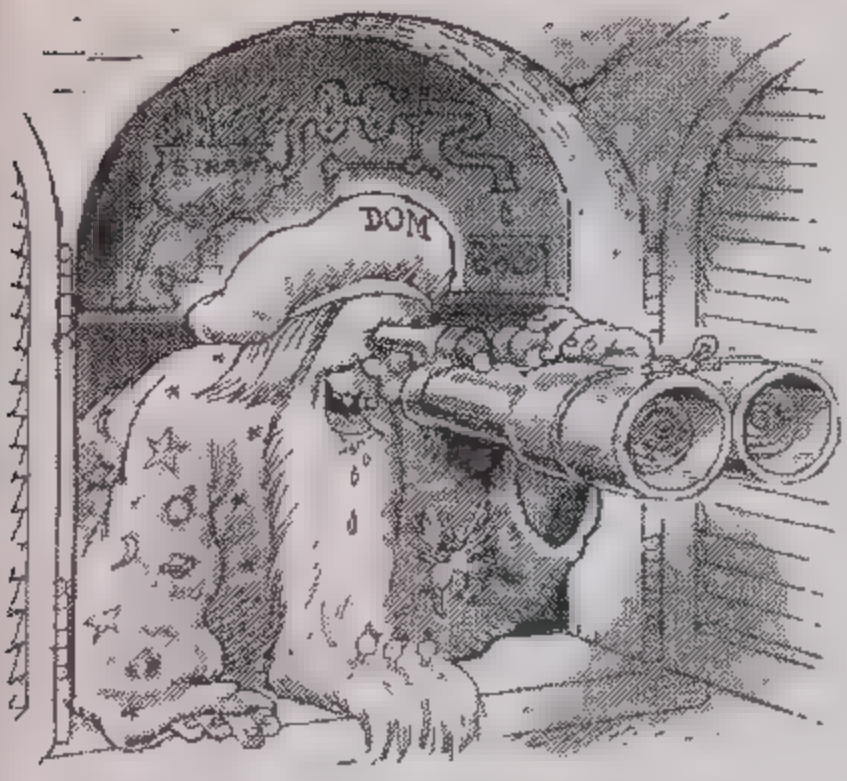


The Loudest Sound emitted by a mammal is the early Spring mating call of the Spotted Moose of the Northern Yukon, a species that is now near extinction.

THE LESSER-KNOWN FOLLOW-UP RECORD

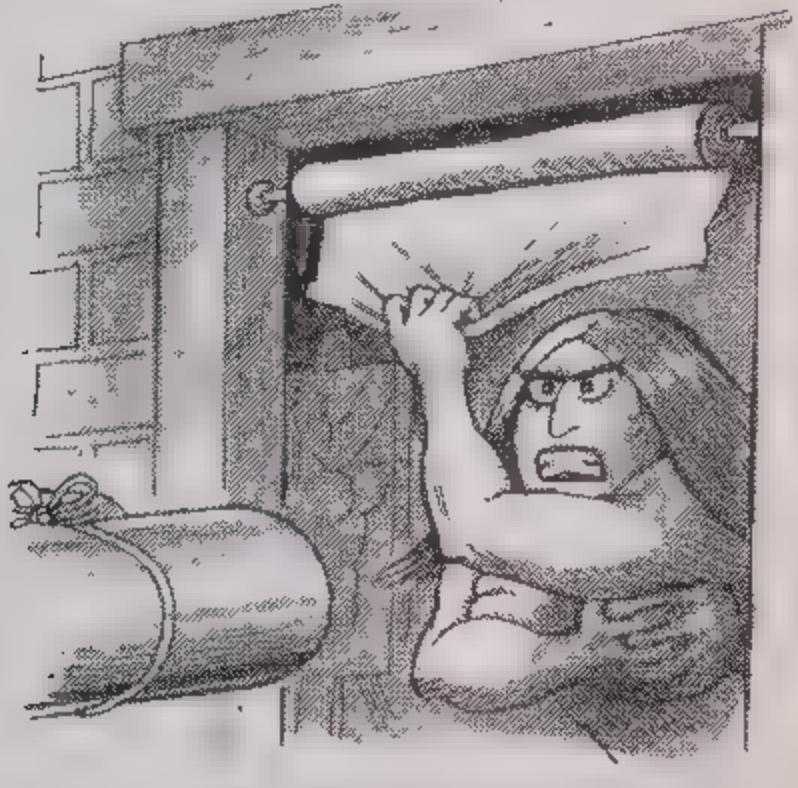
The Deafest Mammal in the World is the female Spotted Moose of the Northern Yukon, according to scientific tests – which may explain its near extinction.

THE FAMOUS OFFICIAL WORLD RECORD



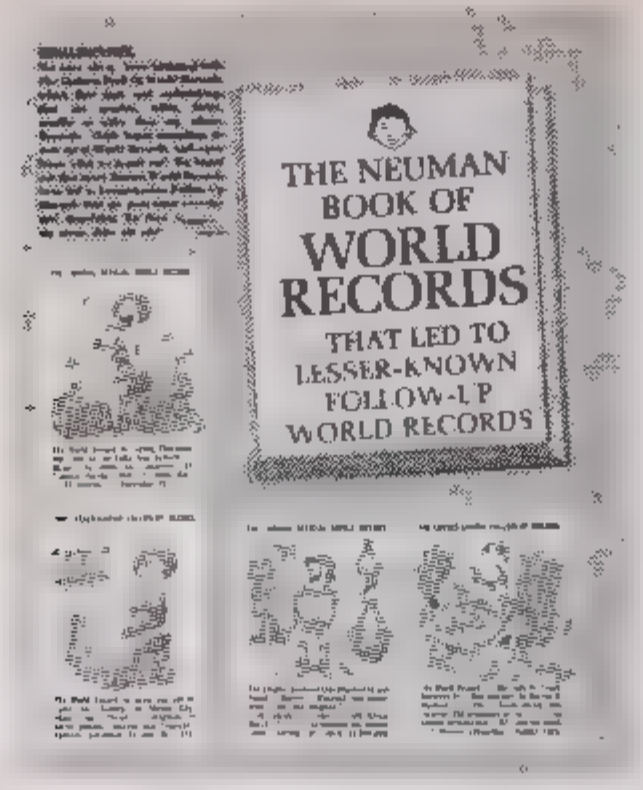
The First Practical Set of Binoculars was invented in 1657 by Antonio Della Scappini, an Italian scientist, who lived in the crowded city of Gronza.

THE LESSER-KNOWN FOLLOW-UP RECORD



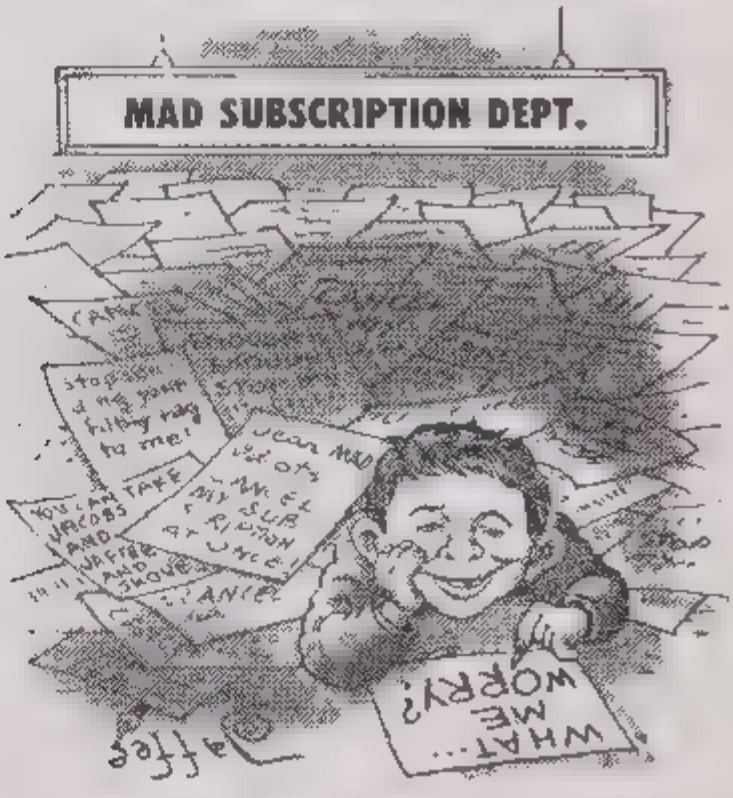
The First Roll-Down Window Shade was invented in 1657 by Rosa Rizzoto, an artists model, for her bedroom window in the crowded Italian city of Gronza.

THE FAMOUS OFFICIAL WORLD RECORD



The Most Ridiculous Magazine Article Ever Published was an idiotic piece called "The Neuman Book Of World Records That Led To Lesser-Known Follow-Up Records! which appeared in issue # 186 of MAD Magazine on Aug. 17, 1976.

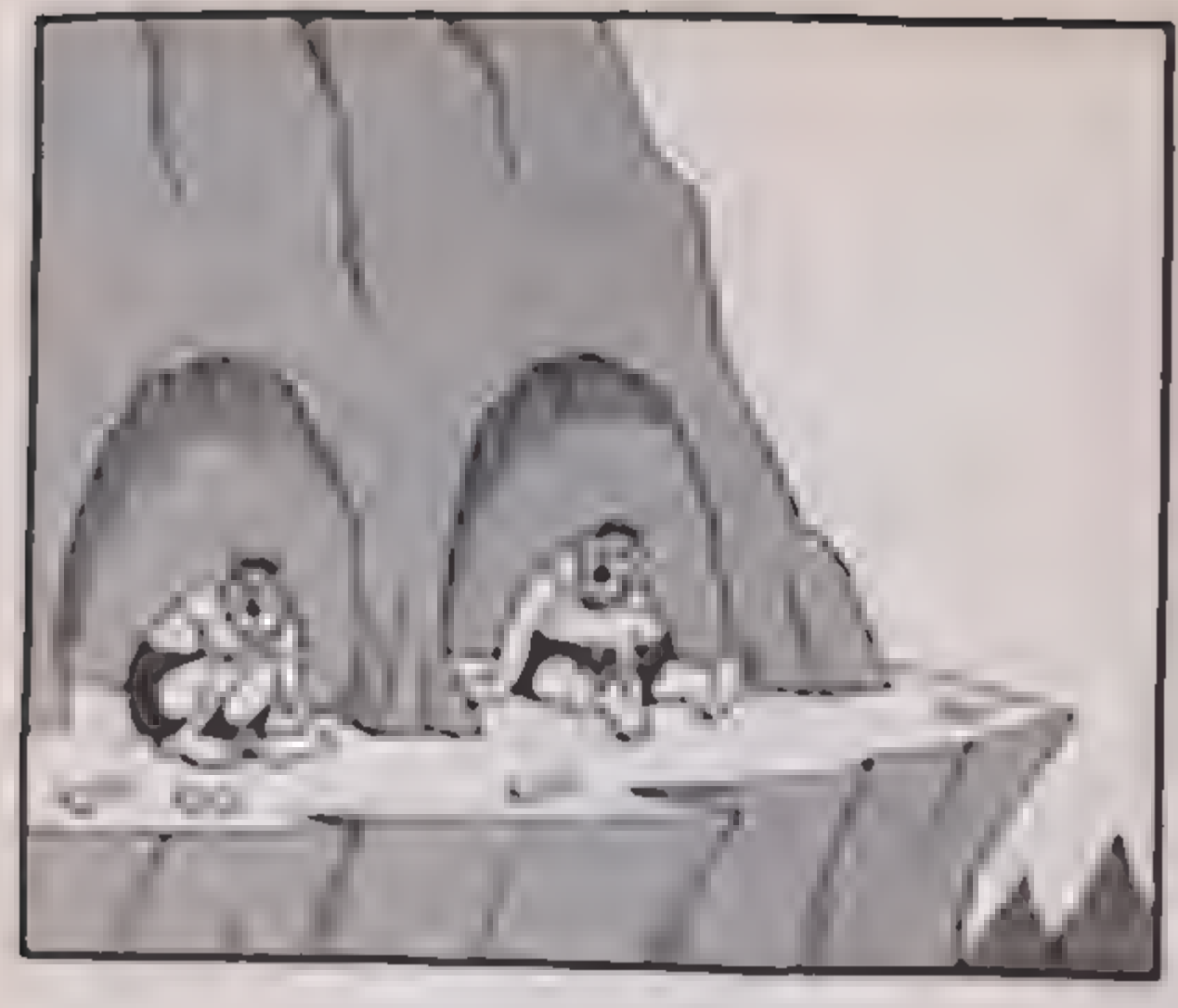
THE LESSER-KNOWN FOLLOW-UP RECORD



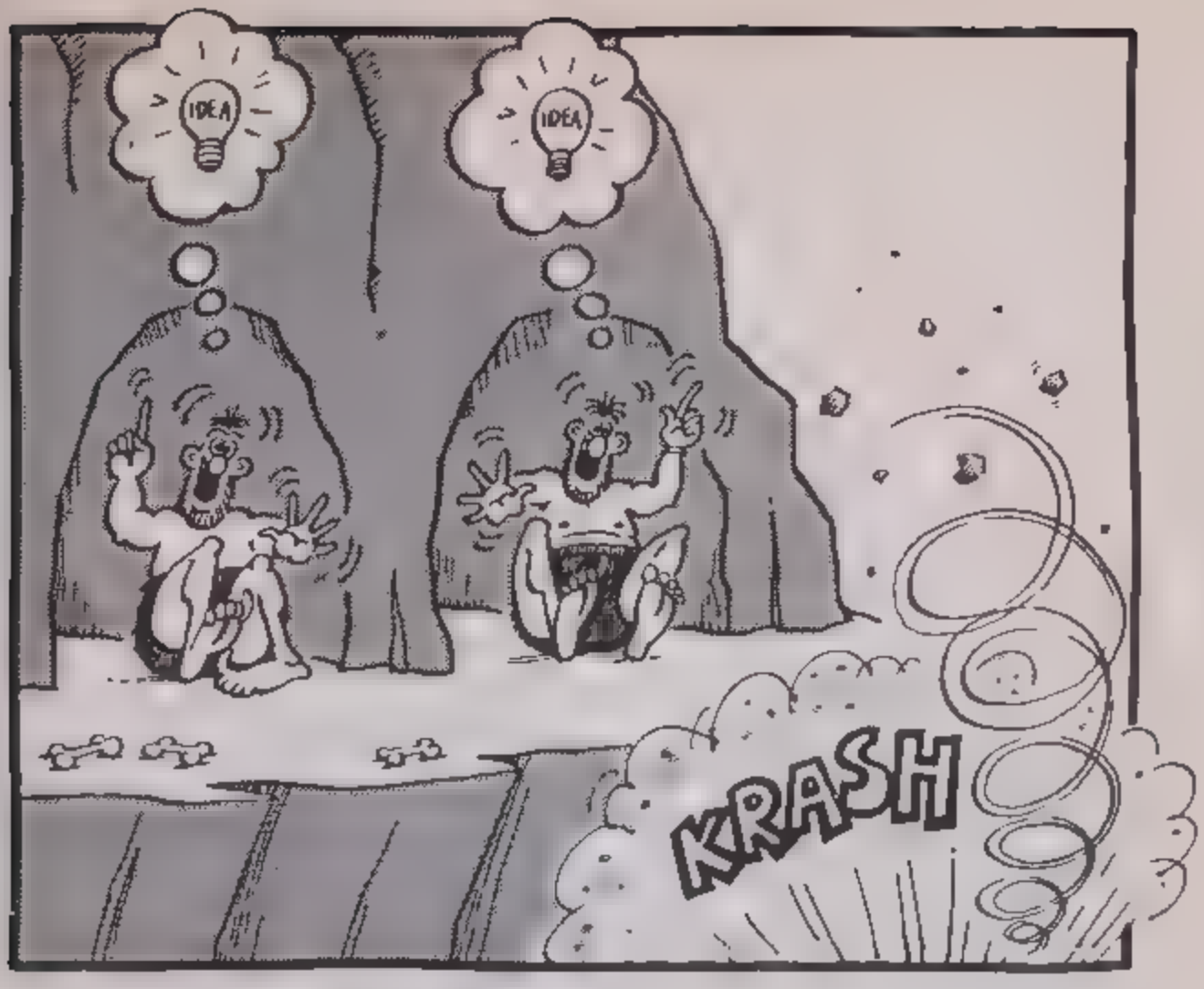
The Most Subscriptions To A Magazine Ever Cancelled In A Single Day occured the day after issue #186 of MAD Magazine went on sale, Aug. 17, 1976.

DON MARTIN DEPT.

ONE DAY FIVE THOUSAND YEARS AGO



RUMBLE
RUMBLE

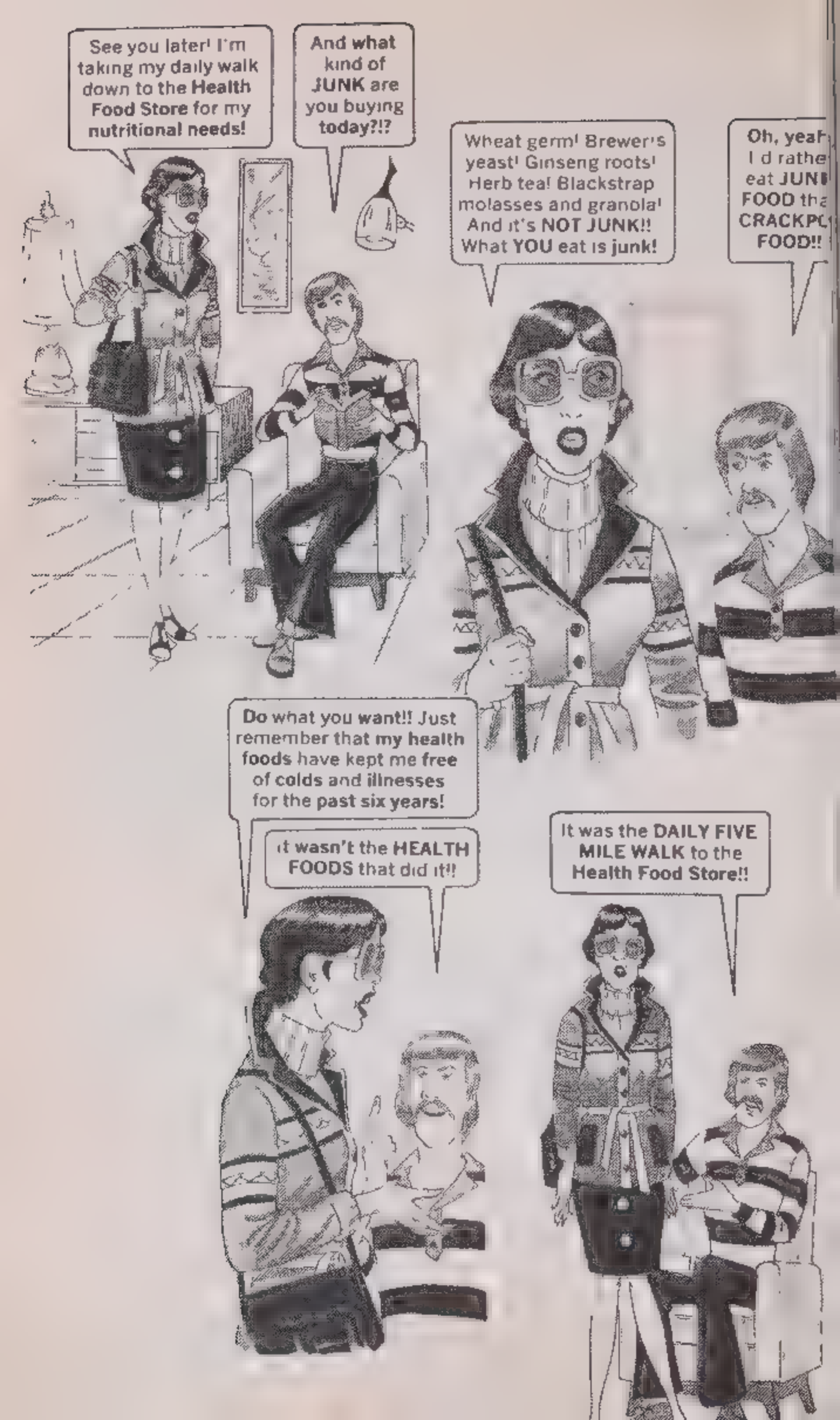

IDEA
IDEA
KRASH

BERG'S-EYE VIEW DEPT.

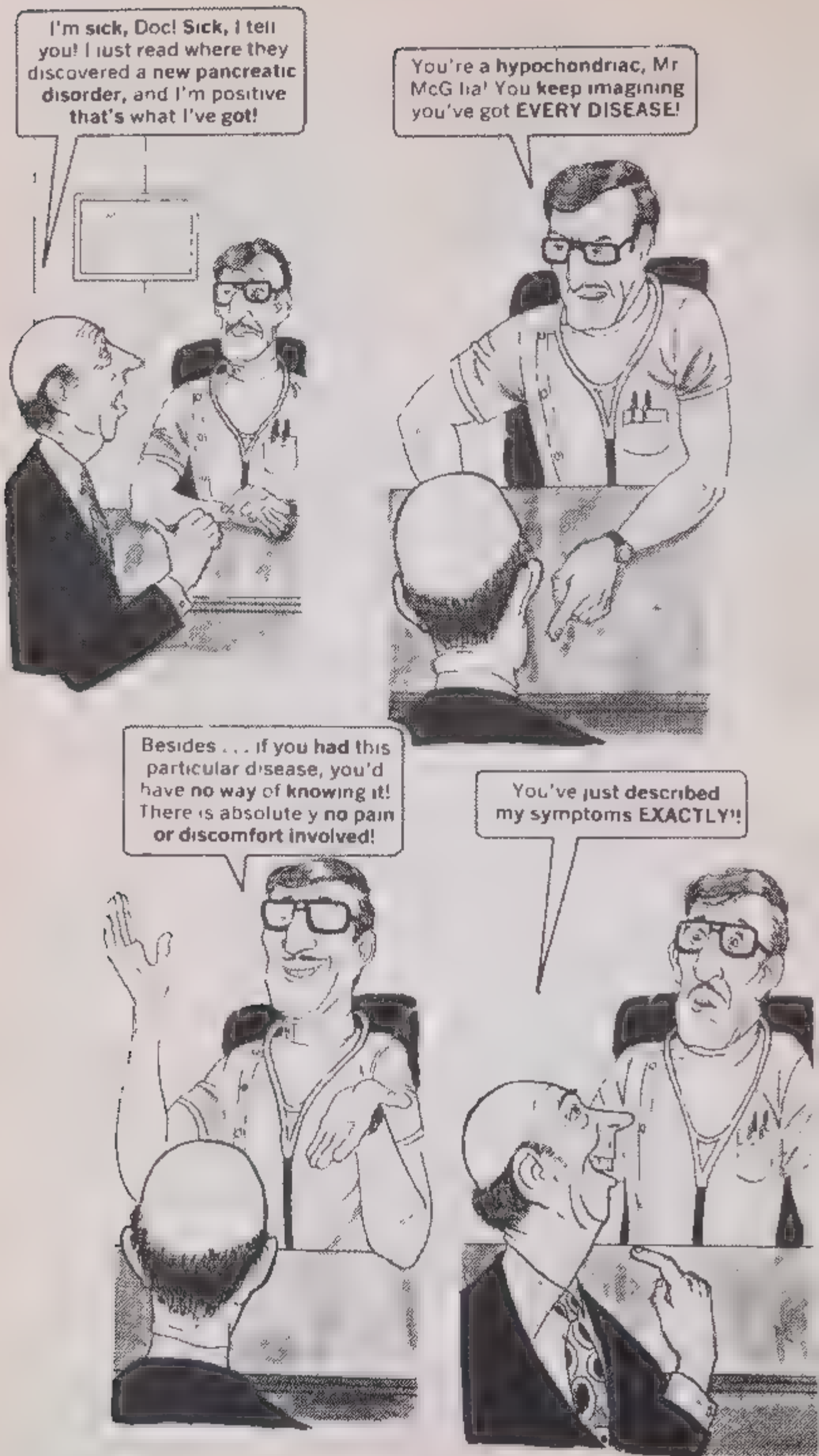
THE LIGHTER SIDE OF...

HEALTH NUTS

ARTIST & WRITER:
DAVE BERG

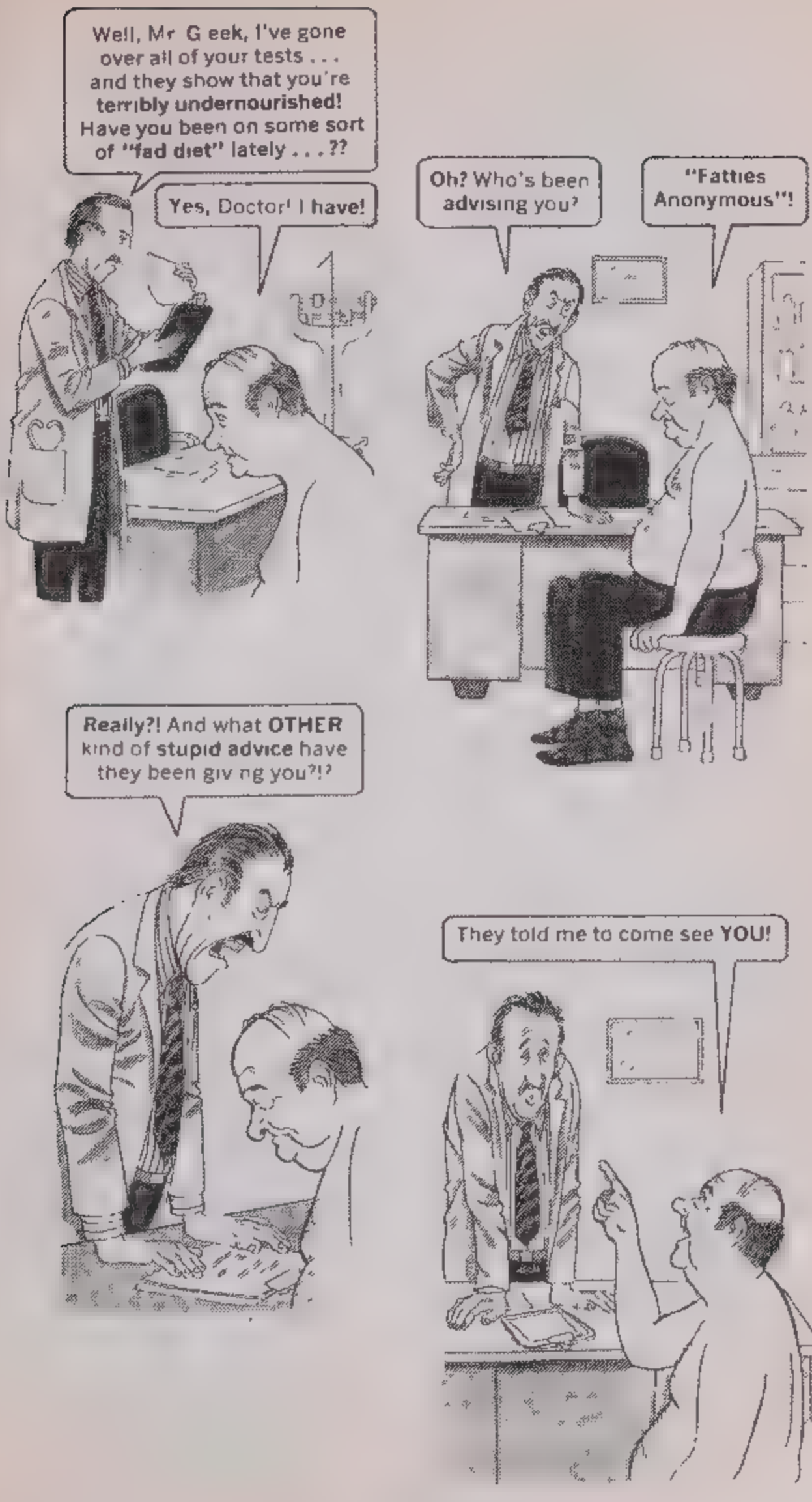

See you later! I'm taking my daily walk down to the Health Food Store for my nutritional needs!
And what kind of JUNK are you buying today?!?
Wheat germ! Brewer's yeast! Ginseng roots! Herb tea! Blackstrap molasses and granola! And it's NOT JUNK!! What YOU eat is junk!
Oh, yeah! I'd rather eat JUNK FOOD than CRACKPOT FOOD!!
Do what you want!! Just remember that my health foods have kept me free of colds and illnesses for the past six years!
It wasn't the HEALTH FOODS that did it!!
It was the DAILY FIVE MILE WALK to the Health Food Store!!

You come into the Sauna Bath with me and I GUARANTEE you'll feel good!
Well, okay! I'll try it just this once!
SAUNA
Spa
Oh, my God! It's a hundred and sixty degrees in this hot box! I'm sweating like a pig! If I was stranded in the desert in this heat, I would expire!! Le'me out of this crazy place!
WHEW! Does it feel GOOD to get out of that OVEN!!
SAUNA
SEE . . . ?!? I TOLD you it would make you FEEL GOOD!


I'm sick, Doc! Sick, I tell you! I just read where they discovered a new pancreatic disorder, and I'm positive that's what I've got!
You're a hypochondriac, Mr McG ha! You keep imagining you've got EVERY DISEASE!
Besides . . . if you had this particular disease, you'd have no way of knowing it! There is absolute y no pain or discomfort involved!
You've just described my symptoms EXACTLY!!

Don't poo-poo it! Take my word for it! If you want to be healthy, eat Yogurt!
In countries where Yogurt is eaten as a steady diet, the people live to ripe old ages!
Okay! Okay! I'll give it a try!
Mmmm! The taste isn't too bad!
What's it made with?
LIVE BACTERIA!
POO! POO!

Hey! Look who just joined our jogging group! Leon Lobel!
No kidding! Welcome to our club!
Hey, Leon baby! You're jogging like an old pro!
ME . . . a JOGGER?! You think I'm crazy?!? Like you nuts?! The Doctor told me I gotta slow down and take it easy!
So why are you running??
I'm LATE for my NAP!!


Well, Mr Geek, I've gone over all of your tests . . . and they show that you're **terribly undernourished!** Have you been on some sort of **"fad diet"** lately . . . ??
Yes, Doctor! I **have!**
Oh? Who's been **advising** you?
"Fatties Anonymous"!
Really?! And what **OTHER** kind of **stupid advice** have they been giv ng you?!?
They told me to come see **YOU!**

You're a very attractive woman . . . and I would love to kiss you! But kissing is extremely unsanitary!

Don't tell me you're one of those "GERM FREAKS"?!

The human mouth is a seething cauldron of disease-carrying bacteria! Much as I'd like to, it would be very unhealthy for me to try to kiss you!

It sure would!! But not for YOUR dumb reasons!

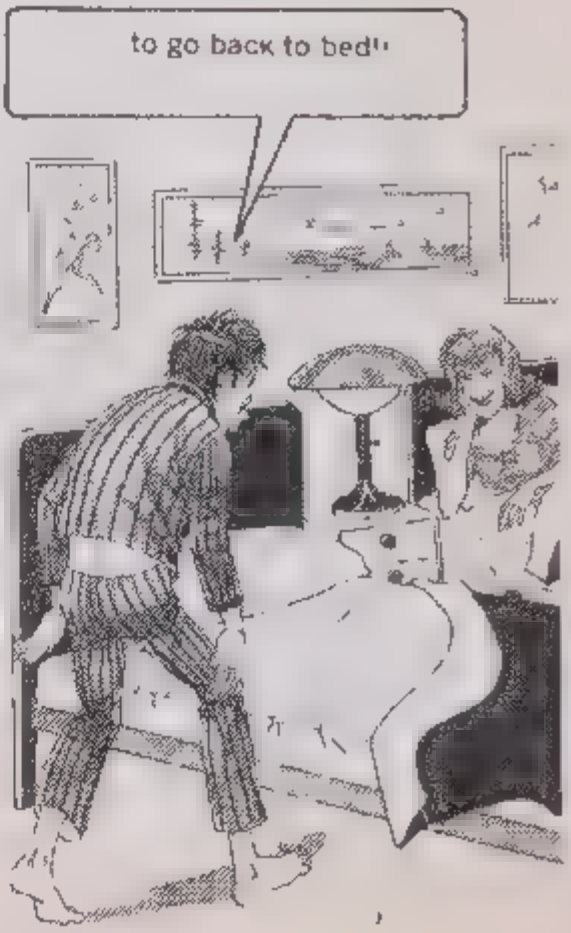
That's my HUSBAND standing behind you!

Oh, my poor darling! There's a draft in this room! I'd better shut the window . . .
After all . . . I wouldn't want anything to happen to you! You're so sweet . . . so very dear to me!
Gee, I sure appreciate your concern! You probably saved me from a cold . . . or a bout with the flu! Thank you!
Don't thank me! I was talking to the PLANT!!

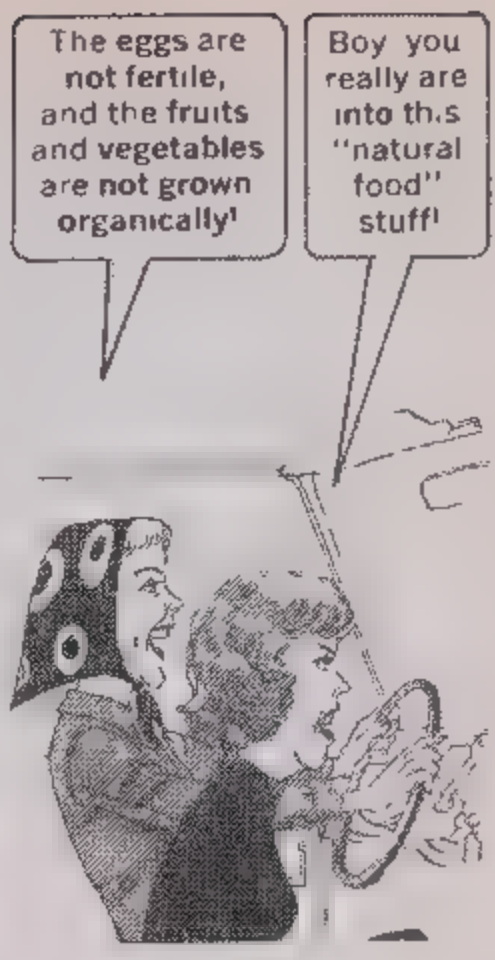
Man . . . there's nothing like waking up early and getting a good morning workout!

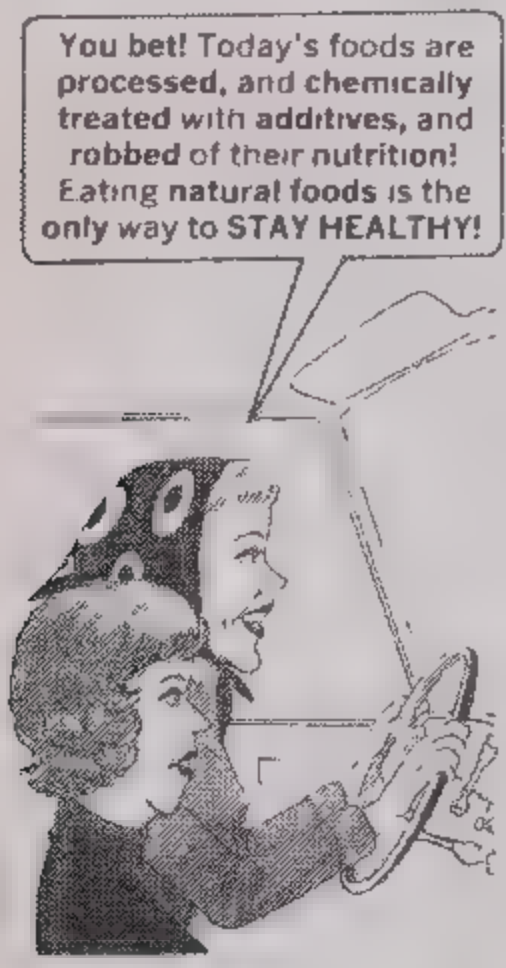
Twenty-five deep-knee-bends . . . twenty-five push-ups . . .

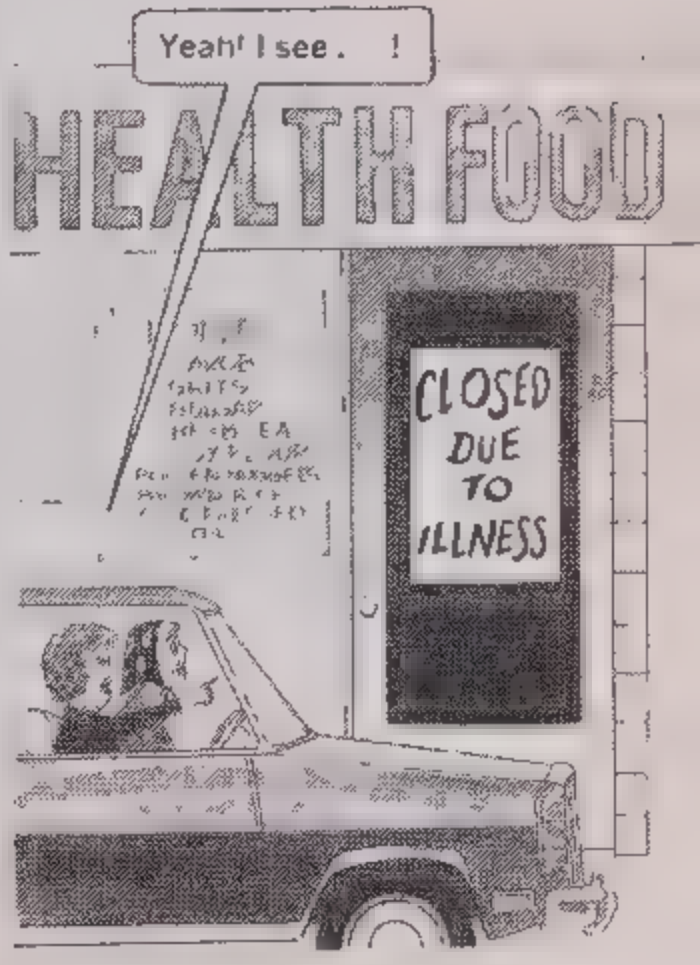
. . twenty-five chin-ups . . . and I'm all set . . .


to go back to bed!!

Come with me to the Health Food Store! I need eggs, fruits and vegetables!
The Health Food Store?!? That's way across town! What's wrong with the Supermarket's eggs, fruits and vegetab es?!?

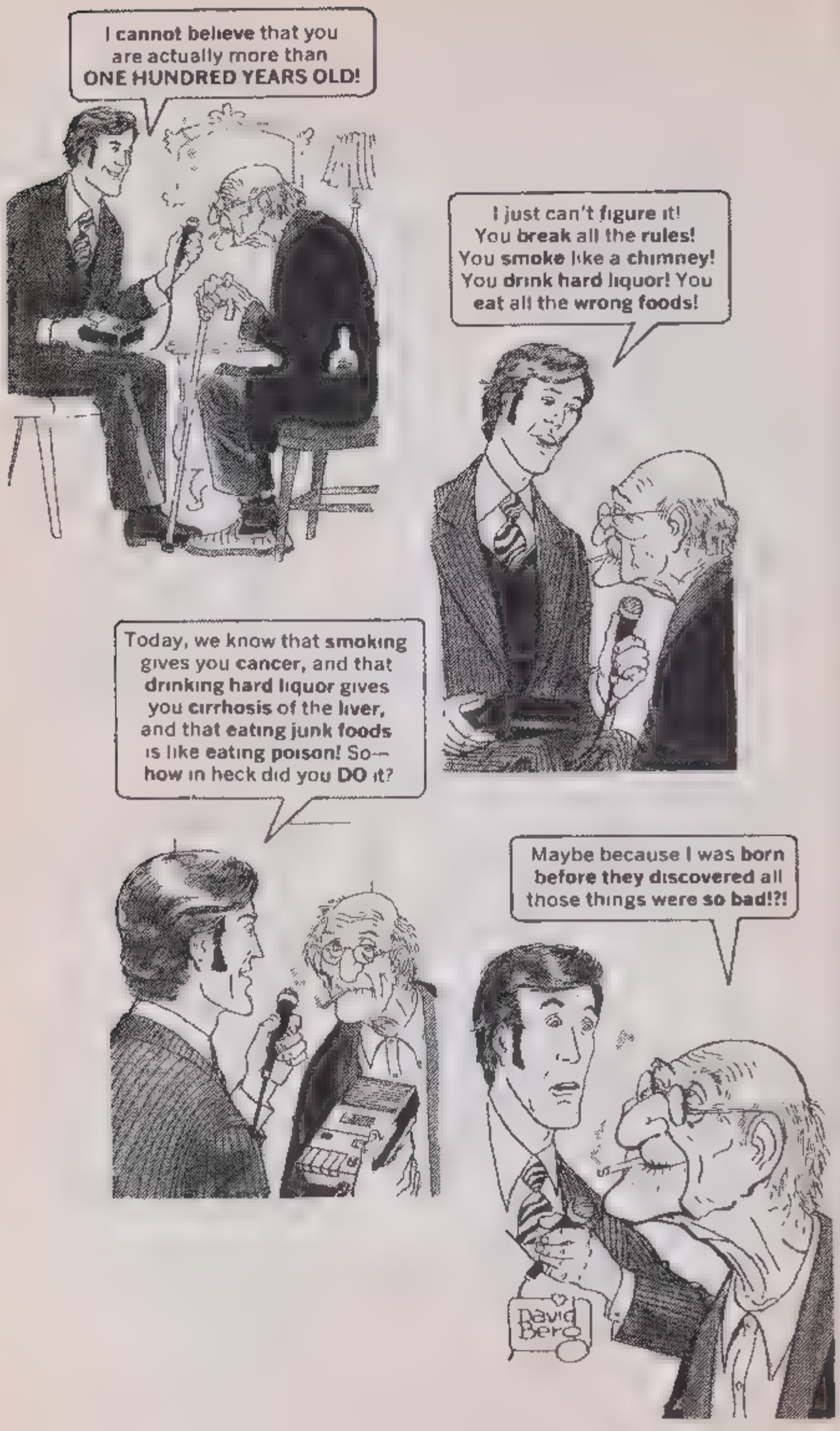

The eggs are not fertile, and the fruits and vegetables are not grown organically!
Boy you really are into th.s "natural food" stuff!


You bet! Today's foods are processed, and chemically treated with additives, and robbed of their nutrition! Eating natural foods is the only way to STAY HEALTHY!


Yeah! I see . !
HEALTH FOOD
CLOSED DUE TO ILLNESS

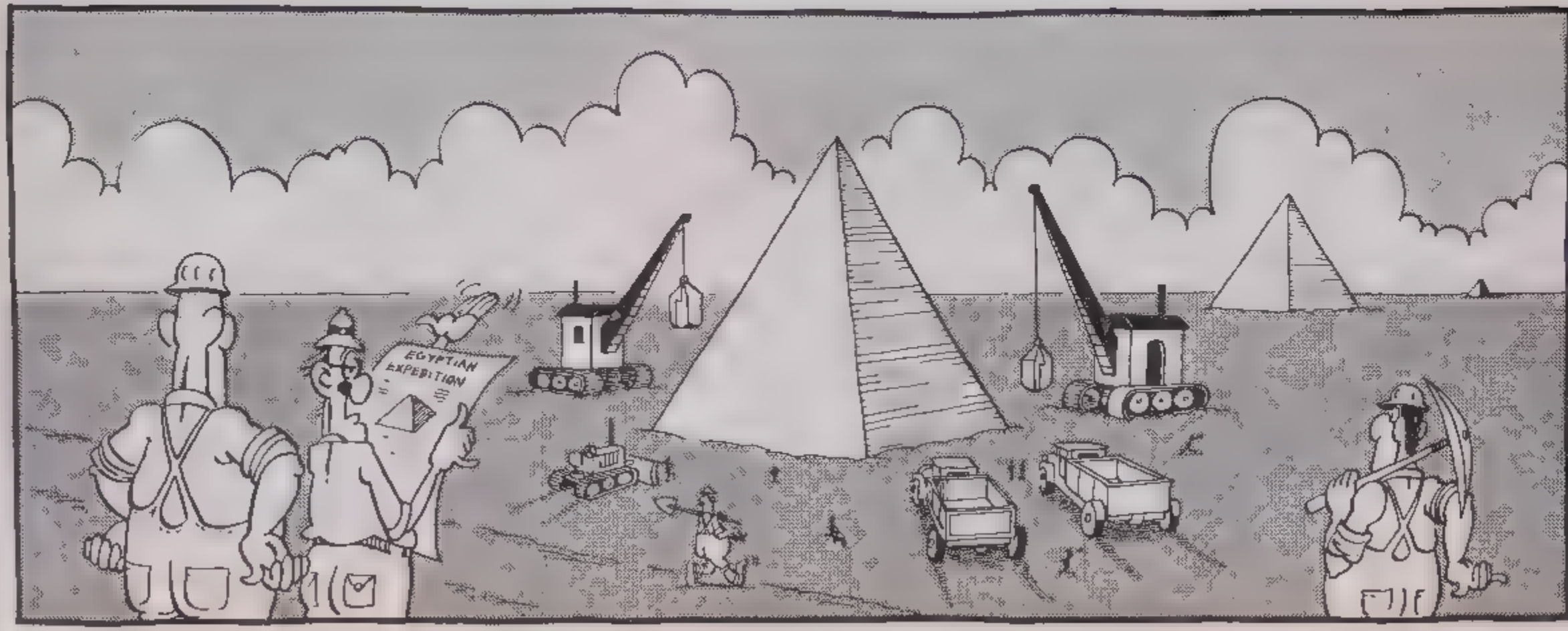
Shhhh! My daughter Nancy is meditating!
What does THAT mean?
DO NOT DISTURB
Let's tip-toe into the next room, and I'll tell you . . .
She's into Transcendental Meditation! It's supposed to relieve tension, lower blood pressure and solve many other health and mental problems!
Does it work?
For HER! It's turned her into a calm, mellow person!
BUT IT'S MAKING A BLITHERING NERVOUS WRECK OF ME!!

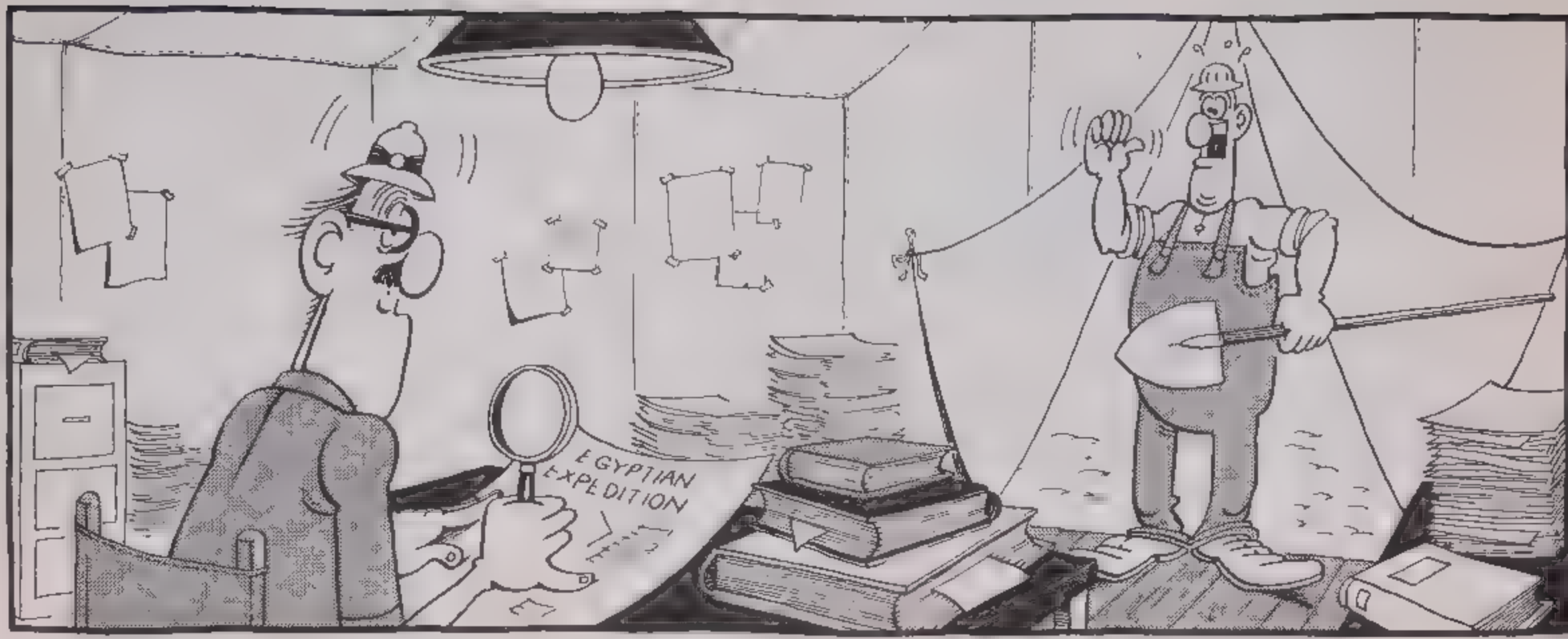
Finster Junior High School!
I'm calling in reference to one of your students, Marcy Kaputnik!
The Doctor has recommended that Marcy be excused from Gym Class because the exertion is bad for her health! And besides, the other kids laugh at her when ever she does anything klutzy!
I see! And may I ask to whom I am speaking . . . ?
This s my Mother!

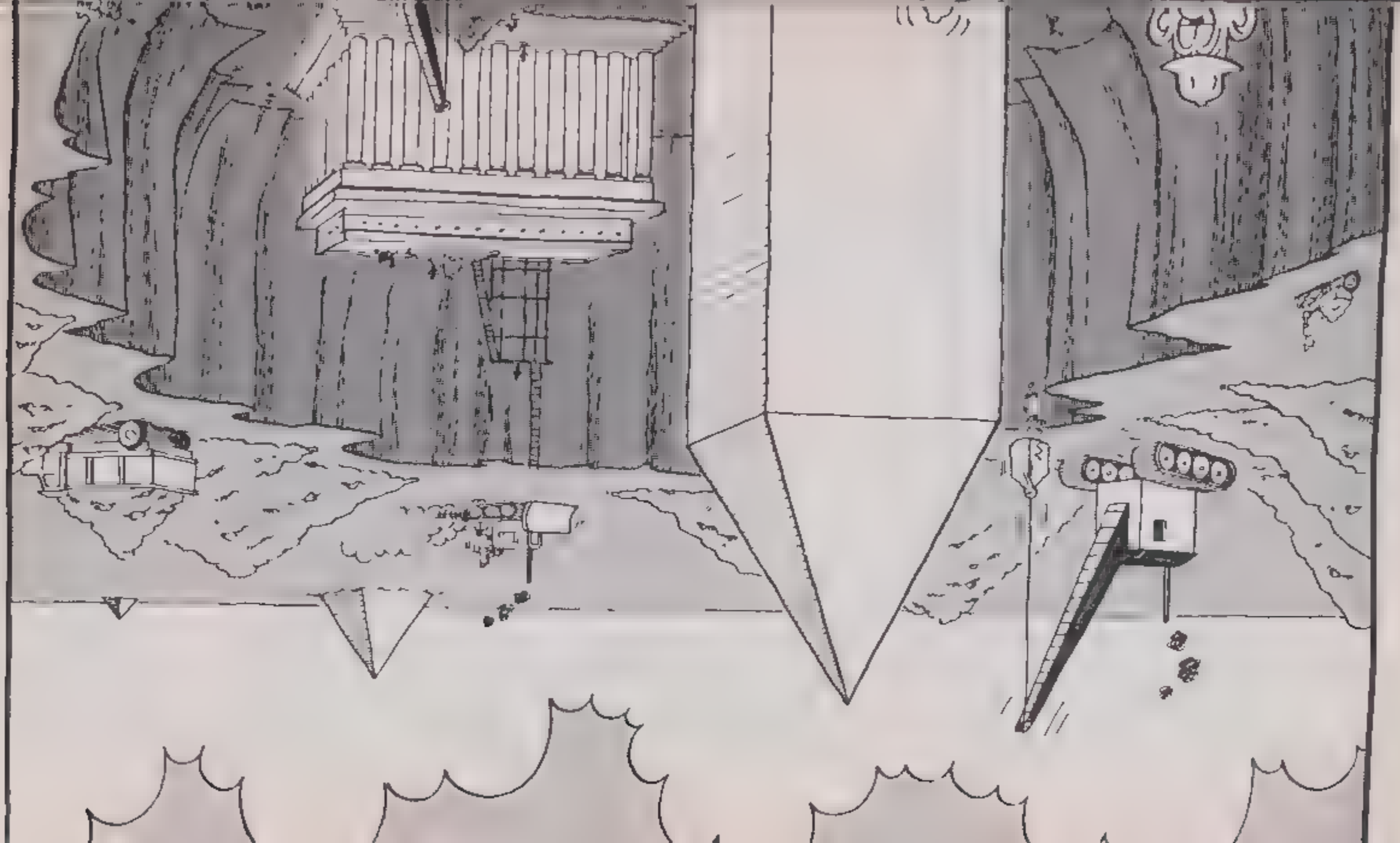

I cannot believe that you are actually more than ONE HUNDRED YEARS OLD!
I just can't figure it! You break all the rules! You smoke like a chimney! You drink hard liquor! You eat all the wrong foods!
Today, we know that smoking gives you cancer, and that drinking hard liquor gives you cirrhosis of the liver, and that eating junk foods is like eating poison! So— how in heck did you DO it?
Maybe because I was born before they discovered all those things were so bad!?!
David Berg

DON MARTIN DEPT.

ONE DAY IN EGYPT




EGYPTIAN
EXPEDITION

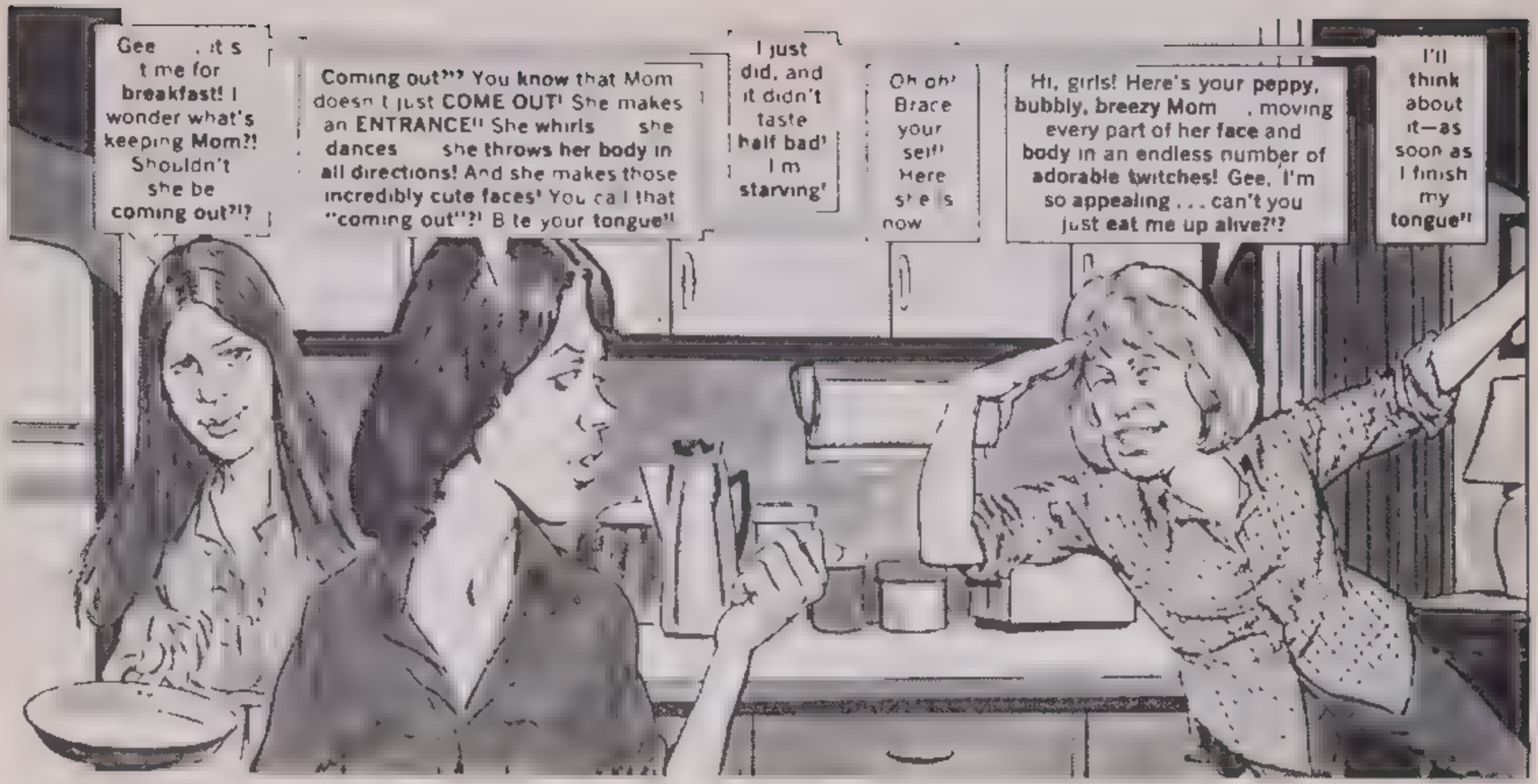


PANTY WOES DEPT.

With women making enormous strides toward freedom in recent years, everyone seems to have gotten on the bandwagon, including Television. However, one thing puzzles us: If they must give us all of those "Female-Oriented Situation Comedies," why does TV insist upon making their women characters so damn obnoxious? Take Maude, f'rinstance! Or Rhoda! Or, if you've got an exceptionally strong stomach, Phyllis! And now, the King of the Sit-Coms, Norman Lear, has given us not one, but THREE nauseating females to swallow in one gulp. Namely, a Divorcee and her two daughters. We don't know about you, but we can't digest them all at once. In fact, we can't even take them . . .

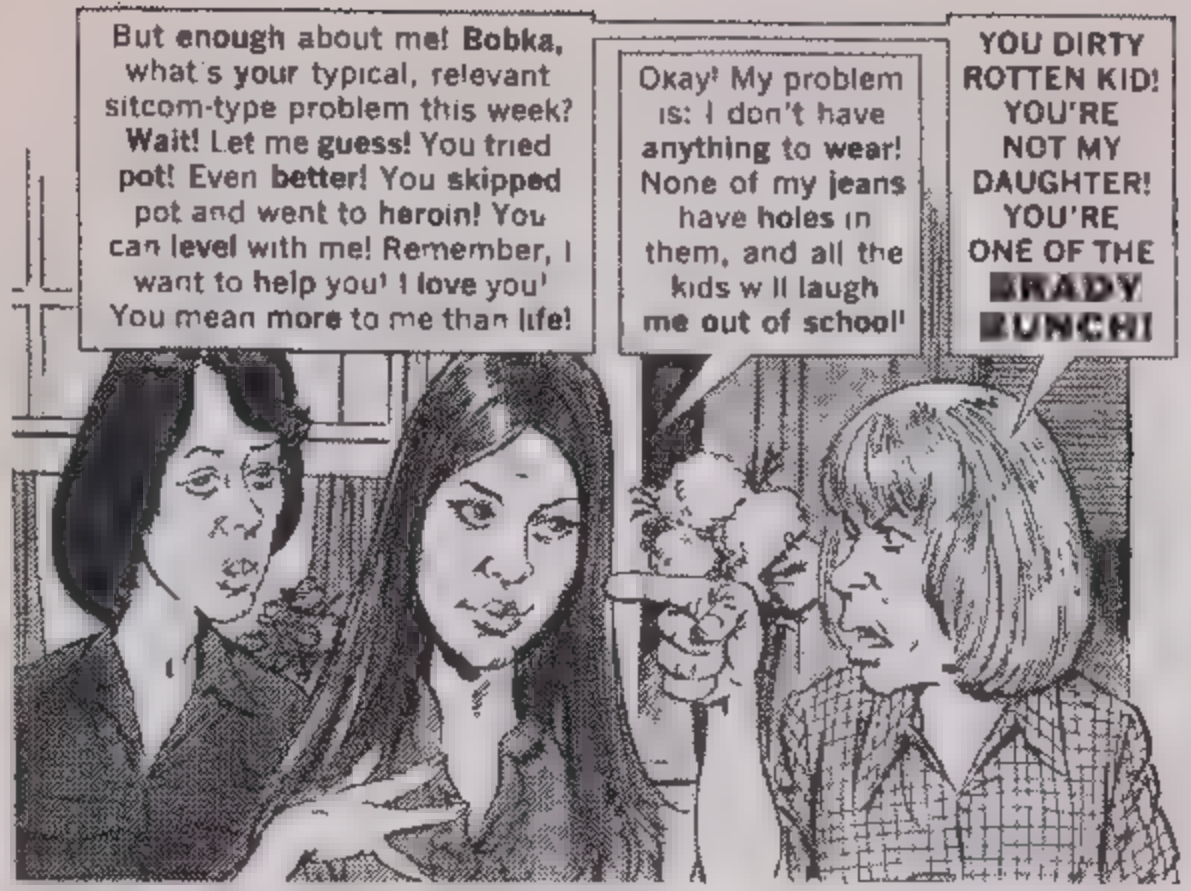
ONE DAME AT A TIME

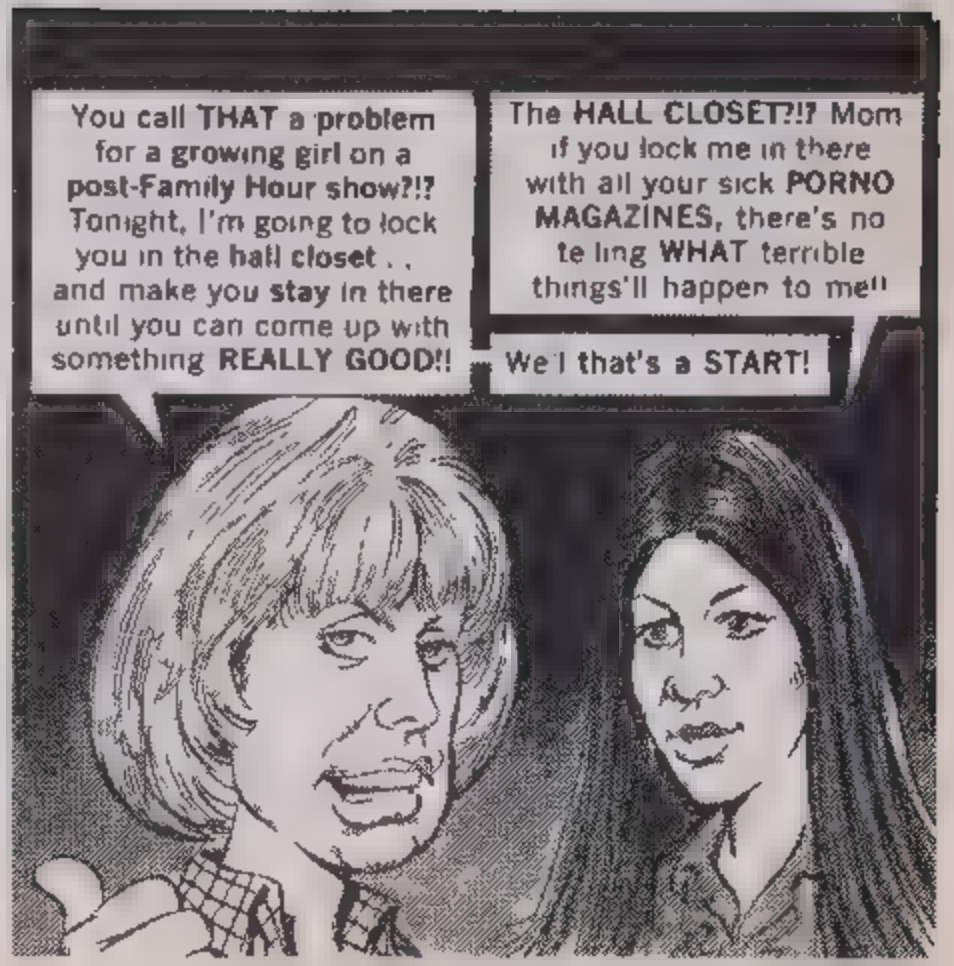
ARTIST ANGELO TORRES
WRITER LARRY SIEGEL


Gee , it s t me for breakfast! I wonder what's keeping Mom?! Shouldn't she be coming out?!?
Coming out?!? You know that Mom doesn t just COME OUT! She makes an ENTRANCE!! She whirls she dances she throws her body in all directions! And she makes those incredibly cute faces! You ca l that "coming out"?! B te your tongue!!
I just did, and it didn't taste half bad! I m starving!
Oh oh! Brace your self! Here s e s now
Hi, girls! Here's your peppy, bubbly, breezy Mom , moving every part of her face and body in an endless number of adorable twitches! Gee, I'm so appealing . . . can't you just eat me up alive?!?
I'll think about it—as soon as I finish my tongue!!

Wow! Look
NEVER
MOVED before!
It's her "shtick"! A
the stars on situation
comedies have a shtick!
Archie does "Bigot"
J.J. does "Cute"
Mom does "PERKY"
for HEALTHY people
with MUSCULAR PROBLEMS"

Gee Mom
isn't there any
way to get you
STOP
MOVING
AROUND?"
Director put me into a
STRAIT JACKET for a
it up over my mouth!
jacket now?
In the closet
STILL
TWITCHING"

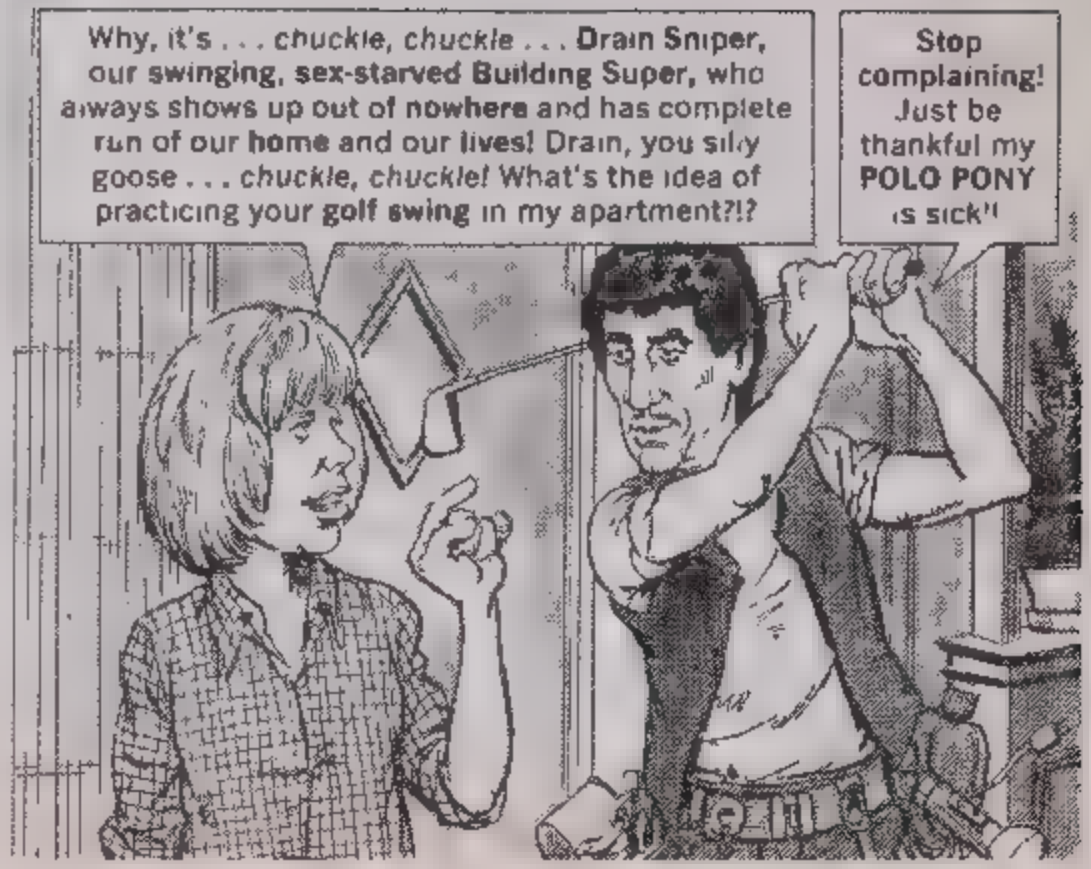

But enough about me! Bobka, what's your typical, relevant sitcom-type problem this week? Wait! Let me guess! You tried pot! Even better! You skipped pot and went to heroin! You can level with me! Remember, I want to help you! I love you! You mean more to me than life!
Okay! My problem is: I don't have anything to wear! None of my jeans have holes in them, and all the kids will laugh me out of school!
YOU DIRTY ROTTEN KID! YOU'RE NOT MY DAUGHTER! YOU'RE ONE OF THE BRADY BUNCH!

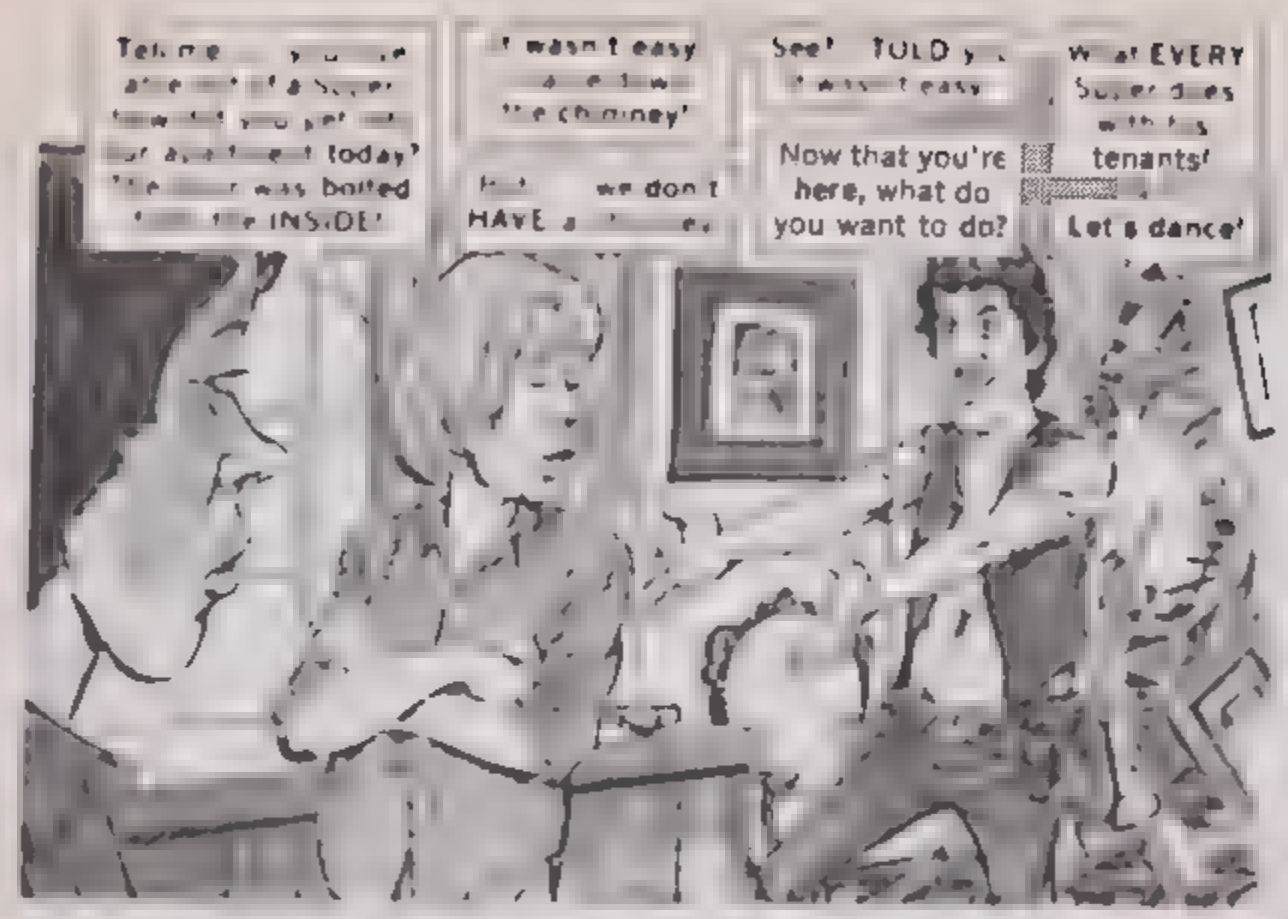

You call THAT a problem for a growing girl on a post-Family Hour show?!? Tonight, I'm going to lock you in the hall closet . . and make you stay in there until you can come up with something REALLY GOOD!!
The HALL CLOSET?!? Mom if you lock me in there with all your sick PORNO MAGAZINES, there's no telling WHAT terrible things'll happen to me!!
Well that's a START!

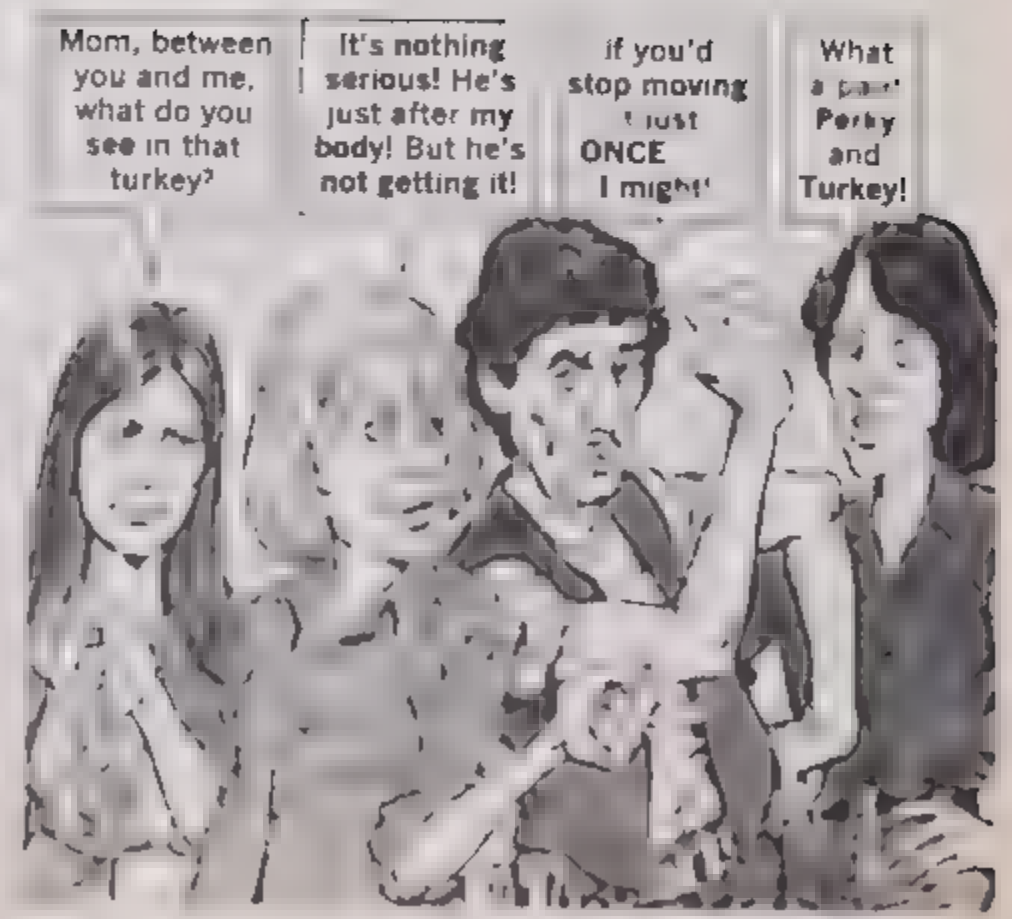
Ghoulie your sister really disappointed me! I hope you can make up for it! So tell me what's new with you, and it better be something REALLY GOOD!!
Mom, you remember Herbie, who took me to the Prom a few months ago, and we stayed out almost all night?! Well . . . I'm expecting—
Thank God! You're PREGNANT!!
Let me finish! I'm expecting him over tonight to watch "Little House On The Prairie". . .

"Little House On The Prairie"?!?
Yecch! What you said! Where did you get such a clean mouth all of a sudden?!?
One of the kids smuggled a Donny and Marie record into Amy's "Sweet Sixteen Party"!
Aaah! That explains it!
I've noticed that you girls have been acting mighty strange lately! You're just not yourselves these days! Now, what's bothering you?

Okay . . . you wanna know what's bugging us? I'll tell you! It's this apartment! We have no privacy! We can't breathe! There just isn't enough room in here for the four of us!
What do you mean, FOUR of us?!? You're one . . . I'm two Bobka is three . . . WHO'S FOUR??
F O R E ! !
CLUNK


Why, it's . . . chuckle, chuckle . . . Drain Sniper, our swinging, sex-starved Building Super, who always shows up out of nowhere and has complete run of our home and our lives! Drain, you silly goose . . . chuckle, chuckle! What's the idea of practicing your golf swing in my apartment?!?
Stop complaining! Just be thankful my POLO PONY is sick!!


Tell me ... today?
... was bolted ... INSIDE!
... wasn't easy ... the chimney!
... we don't HAVE a ...
See! TOLD y... wasn't easy
Now that you're here, what do you want to do?
What EVERY Super does with his tenants!
Let's dance!


Mom, between you and me, what do you see in that turkey?
It's nothing serious! He's just after my body! But he's not getting it!
if you'd stop moving ... just ONCE I might!
What a pair! Porky and Turkey!

You gotta get that letch out of here! He's driving us nuts!
Over-reacting? In the past month alone, he's come through our door, our window, our wall! And he's so WEIRD! The other day I saw him in a wet suit with fins and a tank!
In Indianapolis?
In our bath-tub?!?
While you're in it?!?
I think you're over-reacting!
So he likes to go SCUBA DIVING!

The problem is, you encourage him, Mom! Whatever you do . . don't say anything when he's around that might lead him on! Understand? Anything!
I think you're being ridiculous, but okay! And if it I make you feel any better, I'll tell him to get out and stay out! Now, how does THAT grab you?!

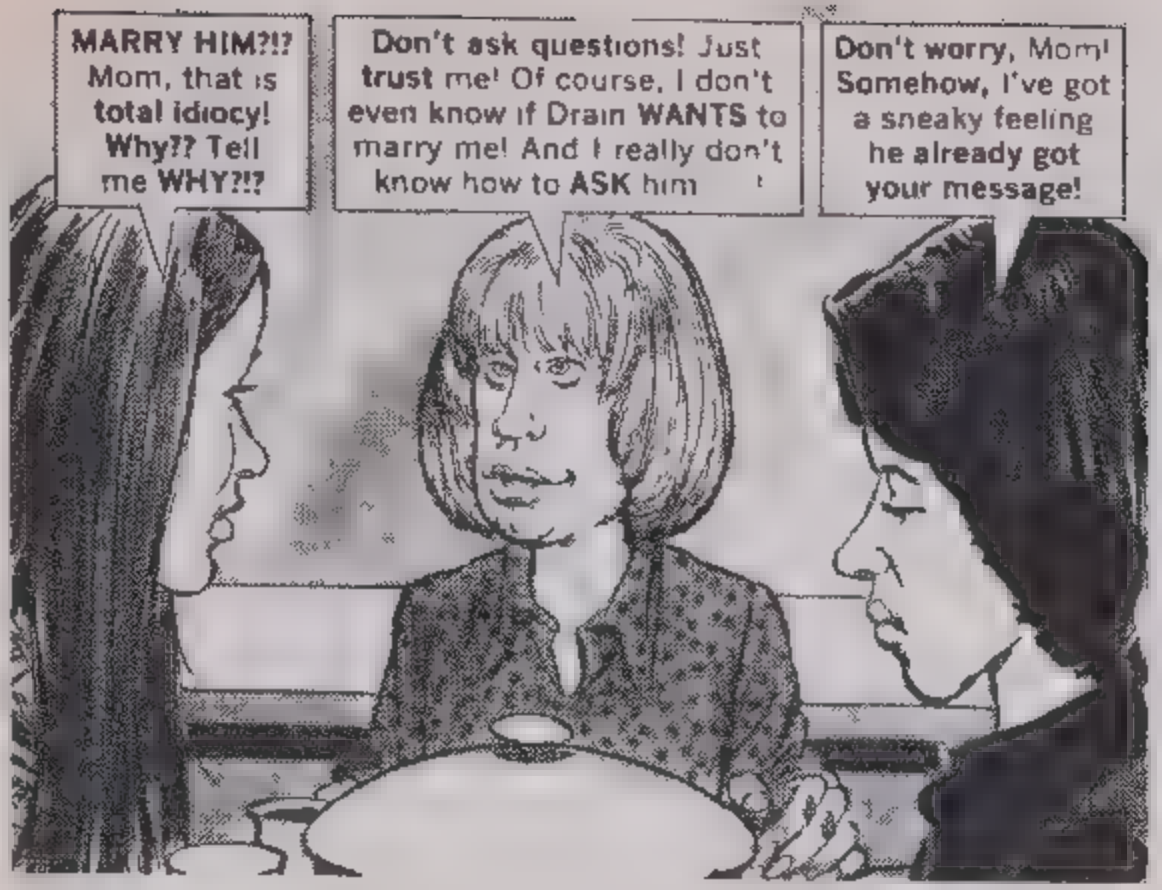
Did someone say "grab you"?
You're leading him on again!!
I see what you mean!
Stop it, Drain! Do you hear? Enough is enough!
I want you to leave me alone! Is that clear?
I realize that you act silly at times, but I know that deep down, you're really a mature, grown-up person who can listen to reason! Am I right, Dra n . . ?
Absolutely! And I want to apologize for any embarrassment I may have caused you!
That's perfectly all right! I can understand! Now, take me for example . .
Okay! Gee I'm sorry!
Sure!

I'd love to!
Whoops!
You did it again!

Out! OUT!
And stay out!
FOREVER!
What a relief it would be not to have HIM under our feet any more!
Yeah! Why can't we have rats and roaches instead, . . . like OTHER tenants?

Mom it's been two weeks and he s still driving us bananas! You real ze there s a CRAZY MAN practical y living with us in th s crazy house?!?
I ve tr ed everything, but he still keeps com ng out of the woodwork! I'm at the end of my rope! G rls! I m afraid there s only one thing to do!
No, Mom you CAN'T kill him!!
Yes you can! Yes you can!!

Girls! I've made up my mind! I m going to MARRY HIM!!
Oh, my God! Now TWO flew over the cuckoo's nest!


MARRY HIM?!? Mom, that is total idiocy! Why?? Tell me WHY?!?
Don't ask questions! Just trust me! Of course, I don't even know if Drain WANTS to marry me! And I really don't know how to ASK him
Don't worry, Mom! Somehow, I've got a sneaky feeling he already got your message!

What did you have in mind . . .? A catered affair or something intimate for just the immediate family?
I knew it! I knew it!
Oh, Drain!
Oh, baby!
Oh, God!!

I've heard of marry ng a man in
. but THIS is RIDICULOU

Awww, look . . .! How nice! He's carrying her across the threshold!
Isn't that a warm, familiar sight!
Yeah . . .! It's the same way he carries out the garbage!

And that's usually what happens to the garbage, too!!

Where is he, Mom? What happened?
It worked! It worked! Didn't I tell you to trust me!?!
What are you talking about?!?

Girls, you've just learned a valuable lesson! Don't ever forget it! Namely—there is only ONE WAY to get rid of a sex-starved letch and have him out of your life forever . . .
And what way is that, Mom?
MARRY HIM!!

EVERYTHING IS FAIR GAME

...WHEN MAD TURNS ITS SIGHTS ON
...AND TAKES ITS POT SHOTS AT...

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